

## From customer concept to store floor

Developing new designs to meet specific customer requirements has always been a hallmark at Floratech. Floratech's parent, Air Innovations, promotes the diversity, depth and experience of its technical and manufacturing staff. All divisions at Air Innovations strive to maximize customer profitability and performance through innovative solutions for product ideas.

For instance, Floratech pioneered "Boundary Layer Airflow," which keeps even temperature and gentle air velocity circulating through a large area, reducing flower stress and dehydration, thus reducing lost product. Another first, in order to make machinery quieter, was the oversize impeller fans installed in all cases. The impeller fan, versus the industry standard rotor fan, works more efficiently.

Other concepts that have emerged from interacting with customers include curved glass doors on closed coolers, painted aluminum interiors to stop rust often caused by spilled, highly corrosive water/plant mixtures, and Floratech's patented return air grille. The return air grille located at the bottom front of the cooler has a unique, slanted design which solves the problem of floral debris dropping into it.

Are there issues that can be remedied through design or that could assist your cross-merchandising efforts? How can we best manufacture cases that help you sell more product? Cheryl Gressani, Floratech's Division Manager, invites you to call or e-mail her anytime with your ideas. cgressani@floratech.net, 1-800-825-3268, x 7482.

## Protecting your floral equipment investment

"Why does the compressor in my floral case seem to run all the time?" This is a question frequently fielded by Floratech's technical staff, and the solution is often simple. If the unit is self-contained — that is, it has its own on-board compressor and condenser — it's likely that the condenser needs cleaning. When the condenser coils are clogged with dust, the air flow can't enter and properly cool the refrigeration system, therefore the condenser runs for longer periods of time in order to try and maintain the set temperature. If buildup continues, the ultimate consequence is reached when an internal safety device will shut down the compressor as a protection measure.

Many cooler problems can be eliminated before they happen, by instituting a schedule of regular cleaning. In the case of the condenser, Floratech recommends a frequency of one to four months, depending on where the case is located in the store. For instance, a case in a high traffic area near outside doors is likely to require the most frequent cleaning.

Floratech recommends the following procedure to safeguard your cooler.



Regular cleaning of the condenser ensures a longer life for your cooler.

### Refrigerated Display Condenser Cleaning

**Step 1** Turn unit off and unplug. Remove condenser access panel with a screwdriver. The panel is usually found at the lower back of the cooler. Be cautious of sharp edges.

**Step 2** Carefully clean the entire face of the condenser coil and its surrounding area using a vacuum or a brush.

**Step 3** Replace access panel and plug in unit.

**For more information, call Floratech at 800-535-3295**



**You asked for it.** Customer request for an open cooler with contained gentle airflow and uniform temperatures prompted Floratech's revolutionary patented Boundary Layer Airflow. Seen here in a factory demonstration test.

## Presentation • Preservation • Performance

*Produced by Floratech*



**Capture the impulse buyer with Floratech's Checkstand. It can be shopped from three sides and fits perfectly at the end of the checkout lane.**

**Our patented designs ensure the highest level of floral preservation.**

**Floratech pledges superior performance on all cases.**

Call today for more details on our full line of products.  
800.535.3295  
www.floratech.net

*Floratech's Checkstand (shown above) has large floral capacity, uses low voltage and is on casters for the ultimate in point-of-purchase floral merchandising.*

**See Floratech's newest products at The Super Floral Show June 17-19 in Charlotte, NC Booth 2100**

**Floratech®**  
an Air Innovations Company

## Make it better ... make it faster

Two new employees at Floratech's parent corporation, Air Innovations, are building on the company's long-standing commitment to customer relations.

On the job just a few weeks, Susan Patchin, Purchasing Manager, and Donn Dixon, Director of Engineering, have already uncovered ways the company can streamline certain operations in terms of time and money, to bring quality products to customers.

"Is there a better way to do a good job for our customers with less waste and expense? That's the question I ask every day," says Susan.



Donn Dixon and Susan Patchin.

"We are coordinating between the engineering and the manufacturing side," says Donn, "that way we can specify materials that are more universal and cost-effective."

In addition to Floratech, Syracuse, NY-based Air Innovations has divisions that produce a wide range of air conditioning products ranging from highly technical industrial applications to units for cooling commercial and high-end private wine cellars. All production is in the same building, using cross-trained workers and lean manufacturing principles.

"The flow of information between engineering and manufacturing goes both ways," says Donn. "We are going to be as innovative and creative as we can to continually better our products."