

SCHOTT Gemtron and Continental Case Team Up To Dramatically Reduce Supermarket Energy Costs

- *Straight To The Bottom Line...*
- *Multi-Deck Retrofit Door Technology Saves Average of 70%.*

For Immediate Release

Sweetwater, TN (August 1, 2011) – In what could be one of the most exciting recent developments in the supermarket industry, Continental Case and SCHOTT Gemtron have teamed up to retrofit multi-deck refrigerated cases with energy free glass doors. The result is “a dramatic savings in one of the most energy intensive parts of the store... a very attractive return on investment”, according to Kevin McCool, Exec. VP, Continental Case.

The vast majority of all multi-deck cases currently installed in North America are “open type” display cases. “Imagine the carbon footprint impact of reducing the energy consumption by up to 70%”, states Tim Dye, Director of Sales & Marketing for SCHOTT Gemtron. The impact on store profits is equally compelling. If the average supermarket generates 3% profit, every \$1,000 of energy savings replaces \$30,000 of revenues. According to both McCool and Dye, the energy savings could be as much as 85% if the project includes door retrofit, and LED lights to replace fluorescents. Returns on investment will vary depending on local utility rates, but savings on energy and maintenance costs will exceed \$40,000 per year on many projects.

Retrofitting and re-skinning is performed at night when traffic is slower or supermarkets are closed. One of Continental Case’s networks of nationwide installation crews can completely transform the visual look of a 90 ft. section of case in several hours. An entire supermarket can be completely transformed before the manager returns to work the next morning.

SCHOTT Gemtron Corporation

2840 Nebo Road
Madisonville, KY 42431

Phone: (270) 821-2864
Fax: (270) 821-9747

info@gemtronddoors.com
www.gemtronddoors.com

“Our goals are to lower customer energy costs, improve sustainability initiatives, extend shelf life and enrich the look of food displayed in multi-deck cases”, says McCool. Dye adds, “It’s very easy to justify capital expenditures when both environmental and economic benefits are this attractive.”

Continental Case has long been a leader in re-skinning (retrofitting and refurbishing) all major brands of supermarket display cases. Schott Gemtron, part of a \$3 billion worldwide glass enterprise, are makers of some of the most advanced glass display doors in the industry. The combination of these two industry powerhouses is good for consumers, supermarket industry and the environment.

Contact Information:

Tim Dye
tim.dye@us.schott.com
615-382-6364

Kevin McCool
kmccool@contcase.com
847-412-6253

For more information contact SCHOTT Gemtron at 800-326-2717 or email sales@gemtrondoors.com.

About SCHOTT

SCHOTT is a technology-driven, international group that sees its core purpose as the lasting improvement of living and working conditions through special materials and high-tech solutions. Its main areas of focus are defense, flat glass, household appliance industry, pharmaceutical packaging, optics and opto-electronics, information technology, consumer electronics, lighting, automotive engineering and solar energy.

SCHOTT has a presence in close proximity to its customers through highly efficient production and sales companies in all of its major markets. The company has approximately 17,000 employees producing worldwide sales of approximately \$3 billion. In North America, SCHOTT’s holding company SCHOTT Corporation and its subsidiary SCHOTT North America, Inc. and their affiliates employ about 3,000 people in 14 production operations with 6 sales offices.

The company’s technological and economic expertise is closely linked with its social and ecological responsibilities as a member of the German Carl Zeiss Foundation.

For press and product information, contact:

Tim Dye
Director of Sales and Marketing
SCHOTT Gemtron
2480 Nebo Road
Madisonville, KY 42431
800-326-2717
www.gemtrondoors.com
sales@gemtrondoors.com

SCHOTT Gemtron Corporation

2840 Nebo Road
Madisonville, KY 42431

Phone: (270) 821-2864
Fax: (270) 821-9747

info@gemtrondoors.com
www.gemtrondoors.com