



Mars Supports Superior Shopping Experiences

CHALLENGE

The average large food market will stock over 43,000 items that need to be stored at consistent temperatures starting from delivery to the point of leaving the store freshly bagged with a hungry customer. Specialty premium retailers like Busch's Fresh Food Market —operating with 17 stores in southeast Michigan— also face stiff competition in the quest to satisfy shoppers demanding both premium product choices and a superior shopping experience. Calling themselves the “local neighborhood market”, the Busch's leadership team, still being led by the founding family, feels the pressure of growing consumer expectations for shopping and meal “destination” spots -- expectations that only whet a customer's appetite for a high-quality experience. Combine this with the necessity for a protective shield against winters that score high on the winter misery index and hot, muggy summers and the need for Mars to the rescue is unquestionable.

THE SOLUTION

Expansive doors at the store's entry make for large welcoming openings that invite the wrong crowd—flying pests, exterior air that is too hot or too cold, and winds carrying dust and debris. This makes the need for the Mars protective shield at the store's main entry increasingly critical for workers who spend hours greeting and checking out guests. Using Mars commercial-industrial hybrid Standard units at the doors now mean workers realize no appreciable dip in performance when the weather is disagreeable. Study after study affirms — cold temperatures drop worker's productivity, diminish collaboration and degrade human interaction, so much so that experts now link warmth to better interpersonal relationships. For store managers, the units do more than their share to save energy and cut skyrocketing utility costs and that is a welcome assist every season.



atmosphere is everything

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**"WE SEE REAL VALUE IN THE UNITS AS THEY KEEP TEMPS CONSISTENT AT THE ENTRANCE."
BUSCH'S FRESH FOOD MARKET STORE MANAGER**



THE TITAN OF RETAIL TURNS TO THE TITAN OF TOUGH

When your supercenter stores are an average of 179,000 sq. ft., you stock a lot of shopping carts to roll through the dozens of sprawling aisles. And when the shopping experience can make a difference between a shopper in your store versus one staying home to buy online, the savvy retailer knows the value of a warm, dry experience even when the weather is cold and wet for months on end. For Walmart, the dozens of shopping carts left out in parking lots returned to the interior carousel with cold metal that dripped of rain and snow. The Mars Air Systems solution to the rescue to relieve the pain of wet yet again. Much like other settings where moisture demands drying time or creates a safety risk with slippery water, the wet shopping carts at Walmart are both uncomfortable for shoppers and drag water through the store. Applying the Mars solution with its focused stream of automatic warm air, Walmart Supercenter managers can control the moisture and chill on the shopping cart, diminish the moisture streaming into stores that creates slippery floors, and now ensure a true Walmart welcome.



NEW COMFORT FOR OLD SPACES + RAMPED UP ENERGY SAVINGS

When a cavernous brick 35,000-sq ft. Romanesque Revival-style structure built in 1888 called for climate control and flying pest protection, they realized only the Mars Air Systems air curtain would do. Occupying nearly the full sprawling city block, upgrading the energy efficiency of this historic building was a challenge as the structures don't easily adapt to modern precision mechanical systems. To welcome the daily throngs of visitors and food shoppers, the building hosts a series of entry doors yet the multitude of openings introduces flying pests, dust and debris. Repeated opening of entry doors also exposes the interior to the Eastern Seaboard-chilled air in the winter and the stuffy conditions that pervade during the region's humid summers. Now with the Mars solution in place to create an appealing...and safe...internal atmosphere, this community gathering spot is as welcoming as it is significant.



SUPERIOR SANITATION SUPPORT FOR ICONIC FOOD PROCESSOR

One landmark brand deserves another. When Perry's, producers of 13 million gallons of ice cream annually and a New York institution operated by fourth generation family members, recognized the need to secure their high-volume food processing plant, the kingpin of air movement moved in to give aid. With assembly lines working both day and night, a process that involves slowly making a batch at a time, and 99 years of commitment to putting "enough of the good stuff" in their products, providing a sanitary, airborne contaminant-free environment to produce over 500 different items isn't just a sweet idea, it's an essential way of doing business. Mars is the helpful control freak when food manufacturers and those who make precision commercial products need assurance that their plants are free from the flying insects, airborne contaminants, and moisture issues that impact their product quality and staff safety. Using a cluster of Mars Air Systems WindGuard units across their bank of dock doors, the Akron, New York based plant and its over 300 staff members know that the best air management controls are standing guard so they can focus on flavor innovations and distribution.



PLASTIC STRIP CURTAINS OUR NUMBER ONE HAZARD

In a 62,000 sq. ft. facility, Empire Packaging and Displays produces \$50M annually in corrugated boxes and displays, many of which give food producers the means to package & ship products in hygienic envelopes. The Empire team realized "plastic strips were the number one hazard in the factory – even more than the equipment we used," said co-owner Hal Mottet, "because they were constantly dirty, had turned cloudy after a month of use, and were often pushed aside by staff who found them cumbersome and intrusive to their work." The Empire team discovered that for a few dollars in electricity per month they could achieve a safe and effective barrier to keep dust, debris and flying insects out of the plant with the bonus of a more productive climatic conditions for workers. With the installation of three Mars air curtains riding shotgun over their 14-foot dock doors, "The plant is definitely more comfortable and visibility around the dock doors is at all-time highs which eliminates our worries about worker safety."



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