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Zero Zone, Inc. Celebrates 50 Years of Innovation

NORTH PRAIRIE, WI - January 26, 2011—Since 1961, when it first began operations in a dairy barn in a small town outside Milwaukee, Zero Zone, Inc. has earned the reputation of producing top-of-the-line commercial refrigeration units at competitive prices. Now—50 years later—the company has expanded its operations and has gained a reputation as a leader in the industry.

In recent years, when many companies have been struggling, Zero Zone has managed the opposite. In fact, 2010 was the company's most successful year to date. To keep pace with sales growth since January 1, 2010, the workforce at Zero Zone has grown significantly.

"We feel our success can be attributed to our commitment to personalized service and responsiveness," says David Morrow, President & CEO of Zero Zone. "Customers already recognize that the quality of products from Zero Zone is second to none. However, retailers also want fast turn-around on their orders and friendly, knowledgeable people to guide them through the process. That's what sets us apart from the rest. We deliver the fastest turn-around time in the industry—from quote to order to delivery."

From day one, Zero Zone has specialized in energy-efficient glass-door display cases. This single-minded focus on energy efficiency has resulted in the company's most recent and most dramatically different product offering, the Zero Zone Crystal™ Merchandiser, a case that reduces energy consumption by as much as 84%, while providing unrivaled product capacity and variety.

The company also has become a leader in refrigeration systems and electrical distribution systems. Zero Zone continually reinvents its products through state-of-the-art engineering, custom-tailored to each application. Its systems are known for their ease of installation and convenient service access, providing excellent value in a reliable, energy-efficient package.

Zero Zone has shown its commitment to the environment by becoming an active member of the Environmental Protection Agency's GreenChill Advanced Refrigeration Partnership. The company is committed to partnering with food retailers to reduce refrigerant emissions and decrease their impact on the ozone layer and global warming. Zero Zone ColdLoop™ Secondary Systems, which use glycol instead of traditional refrigerants, are an example of how the company has invested in alternative coolant technology to benefit the environment.

Zero Zone, Inc., headquartered in North Prairie, Wisconsin, is a respected manufacturer of refrigerated display cases for supermarkets as well as grocery, convenience, dollar and drug stores. With a half century of manufacturing expertise, Zero Zone also provides the finest refrigeration systems and electrical distribution systems to food retailers and industrial customers through its manufacturing facility in Ramsey, Minnesota. Zero Zone employees are committed to exceeding customer expectations through innovation, quality and responsiveness.



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