

Delivering Meal Solutions

One Van-load at a

Whitsons Teams Up with Thermo King

and Sub Zero Van Liners

Known for the quality of its food, Whitsons has grown into one of the largest and most respected multi-spectrum food service providers on the East Coast. More than 1,600 Whitsons employees and 65 drivers deliver customized meal solutions to clients in New Jersey, New York and Connecticut. A family-owned business that focuses on 'team' and is driven by customer service, Huntington, New York-based Whitsons knows what it takes to succeed. Protecting its quality food reputation is at the top of the list.

Thermo King has played a key role in protecting that reputation for more than 10 years, providing small truck refrigeration units to 75 percent of Whitsons' fleet of 45 Ford and Chevrolet vans and eight W Series Chevrolet trucks. Thermo King units being used include MDs, V-280s and the new V-300 small truck refrigeration models, which offer high cooling capacity for fresh and deep frozen applications on small trucks and vans. An ultra slim evaporator provides maximum load space and high airflow volume for superior temperature control. Whitsons has trusted Thermo King of Long Island to provide the right refrigeration

it's what I expect from the companies I work with. Our drivers make 25 to 30 stops a day; our fleet and refrigeration equipment must stand up to those demands. Thermo King of Long Island understands our business and knows what we need in terms of equipment and service."

No doubt, Whitsons' business is fast-paced, and its fleet must perform consistently and reliably for the company to stay on schedule. This is why Whitsons management was excited to hear about a new van liner product in late 2003. The Sub Zero Van Liner Company developed an alternative product that can hold temperatures down to -5 degrees F, helps reefers pull down vehicle temperatures 60 percent faster than competitor products and holds that temperature an average of eight to nine minutes longer before the reefer compressor has to kick in - saving wear and tear on refrigeration equipment. Plus, it is USDA- and FDA-approved. On top of all that, Sub Zero promises a two-week delivery time (and that includes reefer installation) compared to six to eight weeks for a fiberglass liner.

Sub Zero Owner Greg Iovine, Jr. demonstrated the product to Whitsons' management in November 2003. "Greg brought in a two-by-three-foot display box coated with the Sub Zero product. He then hit the box at full force with a claw hammer," explained Breen. "The dull side of the hammer made no marks on the product whatsoever. And the claw side didn't crack or go through the product. A fiberglass product would have broken. They say a picture is worth a thousand words; Whitsons decided to try two liners."

The Sub Zero product was installed in two 2003 Ford vans with new Thermo King V-300 refrigeration units.



Whitsons meal solutions are prepared at state-of-the-art culinary centers and delivered fresh daily. A dependable refrigerated fleet is essential to maintain the quality of products they create. Thermo King's V-300 refrigeration units and Sub Zero van liners have teamed up to support that effort throughout 2004.

solutions to meet the company's needs since the dealership opened in 1997.

"The customer service, especially from Sales Manager Larry Breen and Owner Mike Rudnick, is what I appreciate most from Thermo King of Long Island," said William Whitcomb, Whitsons owner. "Superior customer service is what drives our business, and

Time

Sub Zero

Van Liner Company:

According to Whitsons, the liners enable the units to pull down temperatures faster and hold compartment temperatures better. The vans are easy to clean and the two-week product turn-around time can't be beat. Whitsons has been so impressed with the product's performance that they ordered it for another eight vans, totaling 10 for 2004.

Thermo King of Long Island personnel, who do all of Whitsons' service work, are equally impressed with Sub Zero's product. "Not only is it indestructible, but Sub Zero applies its liner with reefer installation in mind," said Rudnick. "They pre-drill floor holes and mount wood in strategic places under the liner, which allows for faster unit installs and faster customer vehicle deliveries. In addition, we don't have to drill into the drivers' cab area anymore, which provides a quieter ride for drivers."

Whitsons has also had Sub Zero refurbish a failing two-year-old fiberglass liner. "The fiberglass liner was wearing out on one of our vans and moisture got into the wood floor beneath it, causing rot," said Whitcomb. "Sub Zero removed the old liner, changed the floor out, reconditioned the door panels and sprayed their product over the top - making the van food-safe once again."

And being food-safe is an essential element in Whitsons' reputation for delivering quality, daily meal solutions for corporate dining, campus dining, catering, meal delivery, vending, school nutrition, residential/healthcare and emergency dining. For more on the company's services, visit www.whitsons.com.

One to Watch

Seeing a need for another product option in the van liner market, Sub Zero Van Liner Owners Greg Iovine, Jr. and Greg Iovine, Sr. worked with engineers to create a product that would compete with fiberglass lining options. What they came up with is a product much like the liquid truck liners that have gained popularity the past couple of years.

"It's a liquid, space-aged polymer product that comes out of the application gun at 200 degrees F and turns solid within seconds," said Iovine, Jr. "It's completely seamless and cures within 24 hours. Not only is it indestructible - you can take a hammer to it without damage occurring - it's FDA- and USDA-approved and will last forever. The liners are permanently affixed to vans or trailers."

Installations are done at the Sub Zero facility in Brooklyn, New York. "High-density foam insulation, applied at least three inches thick before the liner product enables our vans and trailers to hold temperatures as low as -5 degrees F (with a Thermo King V-300 MAX unit) and helps reefers pull down vehicle temperatures 60 percent faster than competitive products," said Iovine, Jr. "We have also found that temperatures are held an average of eight to nine minutes longer before the reefer has to cycle back on due to the generous insulation."



Sub Zero applies at least three inches of high density foam insulation prior to the van and trailer liquid liners.

Because the refrigeration unit is installed after the liner, Sub Zero provides an install kit for easier/faster dealer installation. Holes are predrilled in the floor for AC hoses and they use three-quarter inch plywood in the ceiling.

With more than 70 installs and one year of business under their belts, the father and son team have growth on their minds. "We're looking at expanding into Las Vegas, Chicago and Florida. We're also working on a drop-ship program with Ford and Chevy, which would provide customers with a one-way delivery charge only - a big cost savings. But we're going to be careful at how fast we grow; we're committed to staying within a two-week product delivery timeframe."

For more information on the

Sub Zero Van Liner company,

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