

**Watt's our
Brighter Idea?**



WATT'S OUR BRIGHTER IDEA!

When Operators Compare Victory's Value Line Reach-In Equipment To Equivalent Models From Market-Leading Brand "X", They'll Find Victory's Refrigerators & Freezers Are Designed To Perform Better and Longer While Saving Money Year After Year

Since its founding over 60 years ago, Victory Refrigeration has been dedicated to manufacturing commercial refrigerators and freezers that provide years of dependable service in even the most demanding professional kitchens.

Unlike some refrigeration makers that offer redesigned "bottle boxes" never intended for the rigorous day-to-day demands of professional back of the house operations, Victory's Value Line is purposely built to provide the greatest reliability and energy efficiency in its category. This focus on ensuring its equipment works dependably longer while helping foodservice operators reduce energy expenses means that Victory Value Line reach-ins out-perform Brand "X" models on a feature-by-feature basis. Some specific advantages provided by Victory include:

- Value Line refrigerators feature a heavy-duty design with thicker cabinet sidewalls and more insulation than Brand "X" models
- Unlike Brand "X", Victory precisely matches the refrigeration size of its cooling systems to each Value Line model's capacity, minimizing energy consumption and compressor cycling. By contrast, Brand "X" typically uses refrigeration systems that cause compressors to run longer, increasing energy use and costs
- Victory's V2E pledge ensures that the company's Value Line models will operate more efficiently, longer and backs this with a category-exclusive two-year parts and labor warranty and five year coverage on the motor compressor. Brand "X" can make no such pledge and offers only one-year parts and labor warranty as standard.

**VICTORY VALUE LINE EQUIPMENT
USES LESS ENERGY THAN BRAND "X"**

What makes VICTORY
MORE ENERGY EFFICIENT
then brand "X"

Energy Star Certification

Victory Refrigeration not only has more Energy Star-rated models – some 500 – than Brand "X", Victory has certified more refrigerators and freezers with Energy Star than all other commercial refrigeration manufacturers combined. Brand "X" may sell more units, but Victory has more energy-efficient models designed with end-users' best interests in mind.



PARTNER OF THE YEAR

Energy Star Partnership

In March 2006, Victory Refrigeration was recognized by the Environmental Protection Agency and Department of Energy as an Energy Star Manufacturing Partner of The Year – making Victory the first foodservice equipment maker to receive this prestigious designation in Energy Star's 14-year history. The receipt of this award means that Victory is the industry's foremost producer of equipment that saves money for end-users while minimizing use of non-renewable natural resources.

Top-Mounted Refrigeration

Victory's top-mounted refrigeration systems keep heat above the cooling cavity and rising upward to create greater operational efficiency and fewer, briefer compressor runs than Brand "X" equipment. In addition, their top-mounted location makes Victory compressors easier to clean and maintain than Brand "X" models.

Brand "X" reach-ins, by contrast, are designed with bottom-mounted refrigeration systems, which puts rising heat underneath cold-held foods – just where it isn't needed. What's more, this design, along with Brand "X"'s thinner cabinet walls, forces their reach-ins' compressors to run longer, creating more ambient heat and driving up energy consumption and bills.





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BRAND "X" MAY BE BIGGER, BUT **VICTORY** HAS A **BRIGHTER IDEA** –

Build Better Refrigeration Equipment, Back It Better And Design Class-Leading Energy Efficiency Into Every Model

Certified Energy Savings

According to Energy Star, Victory's VF-2 freezer provides end-users with a significant advantage in energy consumption compared with brand "X"'s equivalent model. The result of EPA-certified tests show that while the 2-door freezer from Brand "X" requires 17.88 kilowatts per hour to operate, Victory's VF-2 consumes just 13.83 kilowatts per hour – a difference of over 22%. At today's energy prices, this translates into hundreds of dollars in energy savings a year, every year throughout the equipment's life-cycle.



For more information on the performance of all Victory Energy Star-rated models and how they stack up against the competition, log on to www.energystar.gov and click on the Savings Calculator.

WATT CAN BRAND "X" OFFER THAT **VICTORY** CAN'T?

Less Insulation • Less Capacity • Less-Effective Gaskets
Less-Efficient Design • Higher Energy Use • Larger Energy Bills

WHEN ALL THE FACTS ARE BROUGHT TO LIGHT,
THE CHOICE IS CLEAR –

Victory Offers More Of What End-Users Are Looking For

We had a **BRIGHT IDEA!**
We decided to look out for **YOUR INTEREST!**

Thicker Insulation

While Brand X reach-ins are made with a meager 1.75" of cabinet insulation, Victory's Value Line reach-ins provide an average of 2.70" of insulation around their storage compartments (3.0" top, back and bottom, 2.0" on each side). This superior heat barrier, combined with Victory models' heavy-duty construction and larger gaskets, means that its Value Line equipment maintains safe food temperatures without requiring compressors to run as long as Brand "X" units.



More Efficient Gaskets

Victory's Value Line reach-ins come standard with magnetic gaskets that are more flexible, thicker and have a bigger surface area than those offered by Brand "X" models. As a result, Victory's self-adjusting gaskets create a more positive seal that locks heat out of a reach-in's storage area more effectively and at less energy cost than any comparable equipment from Brand "X".

Greater Capacity

When end-users compare Victory's leading VF-2 freezer against the equivalent model from Brand "X", they'll find that bigger really is better. Where the 2-door reach-in freezer from Brand "X" can offer only 42.8 cubic-feet of capacity, Victory's VF-2 provides 44.9 cubic-feet of interior room – a full 5% more. This means that operators can cold-hold more foods while using less energy when they select Victory over brand "X".

