



January 21, 2019

HOSHIZAKI America Launches eco-friendly commercial refrigerator series

HOSHIZAKI Group's U.S. subsidiary HOSHIZAKI America Incorporated has launched a new series of commercial refrigerators named "Steelheart." Steelheart replaces the company's existing "Commercial" series, and adopts propane, a non-CFC, eco-friendly refrigerant that is becoming mainstream in Europe. The series was unveiled at the NAFEM Show trade fair held in Orlando, Florida from February 7 to 9, 2019.

The "Steel" in Steelheart expresses the durability and reliability that make Steelheart products capable of enduring rigorous conditions of use, while "heart" conveys HOSHIZAKI's commitment to delivering quality that touches the customer's heart. Steelheart features: 1) about 10% larger internal capacity thanks to improved construction; 2) Greater stability of internal temperatures thanks to newly developed louvers; and 3) Easily removable filters that make regular cleaning easier.

HOSHIZAKI America ice makers, which commenced production at the firm's ice maker plant in Peachtree City, Georgia in 1986, currently enjoy the top share in the U.S. market. The firm opened its commercial refrigerator plant in Griffin, Georgia in 2001, and on average has achieved double-digit sales unit growth in this category over the past decade. With its goal set at winning the top U.S. market share in the commercial refrigeration category as well, the firm is aiming to increase sales in 2020, hopefully by accelerating sales with the launch of the Steelheart series.

HOSHIZAKI America is in the process of shifting production of ice makers subject to Trump tariffs from China to the U.S. to improve profitability.

As a leading food service equipment company, HOSHIZAKI intends to maintain active overseas investment to raise its profile in overseas markets.



Features, new technologies, and development key points of Steelheart upright refrigerators

1. Adoption of hydrocarbon (non-CFC) refrigerants
2. Larger internal capacity: Increased by about 10% compared to former models through improved construction
3. More stable internal temperatures: Optimized cold air flow thanks to newly developed louvers
4. Regular cleaning made easier: Filters repositioned and made easier to remove



※The NAFEM Show

- Location : Orange County Convention Center – Orlando, FL
- Term : February 7th – 9th 9AM – 5PM (The last day till 3PM)
- Booth : #1457

(CO-EXHIBITORS Lancer Corporation and Jackson WWS Inc. *HOSHIZAKI Group companies)

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