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## **Econofrost Shows Reflective Night Covers at Food Marketing Forum**

*Protect food displays with better temperature control in refrigerated food display cabinets*

Shawnigan Lake, BC April 5, 2006--Opportunities to extend product shelf life and maximize energy savings will be of interest to food retailers who attend the 2006 FMI Show, May 7 to 9, at McCormick Place in Chicago, booth # 1147, where food, beverage and consumer products companies will share their latest food marketing innovations. A regular exhibitor at the annual FMI show, Econofrost will be demonstrating how retailers can decrease food deterioration and reduce energy costs.

The Food Marketing Institute sponsors the global convention for food industry leaders to learn about new and emerging trends and strategies for business growth. The innovative Econofrost reflective night cover creates a protective barrier for meat cases, floral cases and other perishable items exposed to damage from dry air, heat and light radiation.

Using Econofrost woven night covers overnight when a store is closed has been shown to maintain a cooler product temperature during the following day. Representative Jamie Orr said, "A recent study conducted at a major US supermarket chain store showed that using Econofrost Reflective Night Covers reduced supermarket waste by 75%, saving more than the full cost of the Econofrost installation."

Participating in the FMI show helps Econofrost introduce food retailers, display case manufacturers and distributors, design firms, refrigeration equipment distributors, and commercial food equipment distributors to the benefits of installing blinds which reflect heat, trap cold air, and stabilize temperature in food display coolers.

Econofrost night curtains can be easily installed in existing supermarket merchandisers, and are available on new equipment from most refrigerated display equipment manufacturers, including Tyler/Carrier, Hill Phoenix, Hussmann, Master-Bilt, Barker, Southern Stores Fixtures and many others. Econofrost has been serving the supermarket industry since 1975 and has made over 250,000 night cover installations in nearly 30 countries. **Market Group Ventures, Inc.**, the parent corporation for Econofrost, is a world leader in providing retail technology solutions for merchandisers.

For more information contact Lyn Rose at 1-800-519-1222 or Fax 250-743-1221 or [info@econofrost.com](mailto:info@econofrost.com) and visit our website at [www.econofrost.com](http://www.econofrost.com)

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