



How a Motor Can Change the Refrigeration Industry

An Interview with Tim Neal, Director of Marketing for Morrill Motors

NRA: How can a motor minimize the price of new equipment for end-user foodservice businesses?

TN: Equipment that costs less for manufacturers to design and build will also cost less for the end user.

One key to how we lower costs is product reliability. Morrill Motors has the deepest and broadest range of products in the industry, and our product testing is second to none. Every one of our products is put through extensive quality testing, to ensure a long equipment life in the field.

Another way we decrease manufacturer costs is that our company is located in North America. As a matter of pure logistics, we have reduced lead times and lower shipping costs compared with overseas suppliers.

As a US-based business, we are also an on-hand resource for our partners. It gives us the ability to make new motors with an eye toward making equipment design easier.

Case in point: At the end of last year, a new federal law passed that requires electronically commutated motors (ECM) in all new walk-in coolers. At this point, manufacturers have fewer than eight months to redesign and build the updated models.

Morrill designed ICE 59 specifically to help get ECM products to market. Instead of the cost of redesigning a product line, regulatory compliance can be as easy as a simple motor swap-out.

One final way we meet costs head-on is by anticipating the coming trends in the industry. It's a continual process of examining marketplace developments, the state of current technology, and our own company. We apply these insights to make strategic decisions that will put us in a better position to meet future industry challenges, and to create a blueprint for the next five years of product development.

NRA: How do Morrill's manufacturer relationships impact the development of future refrigeration products?

TN: Going forward, our partnership with manufacturers will be even more important. I've already discussed how commercial refrigeration will see new features—multiple-speed operation, integration with external controllers—as high-efficiency motors are applied in new equipment.

Manufacturers understand the potential for advanced features that

comes with products such as Morrill's ICE 59 smart motor. At the same time, a regulatory and cost-driven marketplace forces developers to focus on the equipment of today. To that end, Morrill creates motors that can grow with manufacturers as they develop new products.

For example, every ICE 59 is made to be expandable: each has the capability to run efficiently at multiple speeds; to be controlled by a range of inputs, from simple voltage to real-time digital-serial communication; or to be reprogrammed quickly and easily by product designers.

It's about meeting our customers' need to thrive in today's environment, while preparing for a future marketplace that is driven by a need for efficient, green technologies.

Whether we're working to minimize the production costs of new equipment or we're developing technology that adds advanced features into new equipment, the value that Morrill brings to manufacturers ultimately becomes a benefit for the entire foodservice industry. n