

THE MILKINDIZER™ AIR SCREEN



BODY BY MILK AND STUDENT BODY MILK SALES BY REFCON.

After recess, gym, and even after algebra, nothing does a body better than milk. Slogans from popular advertising campaigns – “got milk®,” “where’s your milk mustache” and “milk your diet” – have become common expression in today’s vocabulary. And yet we are seeing a calcium crisis in our classrooms, with kids who are overweight and undernourished. Just when kids reach a critical time in their life for bone development, many stop drinking milk. According to the National Dairy Council, seventy-seven percent of kids ages 9-19 do not meet their recommended dairy intake. That’s where the new Milkindizer Air Screen from Refcon gives you the refrigeration and merchandising power to increase milk consumption. It makes the healthy option of milk and dairy products more appealing so students will get the essential nutrients they need for growth and development.

“got milk?” is a registered trademark of the California Milk Processor Board.





10% total recovered fiber/all post-consumer fiber. This paper is acid free, archival quality and meets EPA and FTC guidelines for recycled coated papers. All the pulp manufactured or purchased is elemental chlorine free (ECF) or totally chlorine free (TCF).

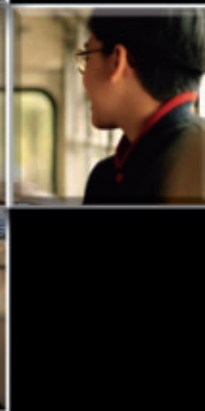
BETTER AND HEALTHIER CHOICES – CHOCOLATE, WHITE AND GREEN.

The Milkindizer Air Screen is cool, fun and easy to use. It grabs students' attention and gives them what they want. Available in two models and three different lengths, the **Low Girl** model has room to hold and display up to twelve cases of milk in plastic bottles or paper cartons. This makes for easy stocking – just drop in and go. But it doesn't stop there. The unit is mobile and easily goes where you need it. The **High Girl** model delivers essential tower display space for quick sales and easy restocking of more chilled products – sandwiches, salads, yogurt, etc. Its high profile provides cold lunch sales with a healthy lift.

Improving the milk and milk cases you offer students can be part of the solution to create a healthier student body and school environment. It's another step towards implementation of your school district's Local Wellness Policy. According to recent studies, eighty-three percent of students said school milk in plastic bottles was "better overall" compared to identical school milk in paper cartons. They are easier to open and drink from. The milk had better flavor and was cool and fun to drink. Students are more than twice as likely to choose milk when it's served in a plastic bottle.

The Milkindizer by Refcon is energy efficient. Plus, it's produced by the only FSC-certified large-scale manufacturer of refrigerated cases, displays and counter units. We don't use environmentally destructive glues or solvents. Our cabinet structures, veneers, millwork, counter surfaces and entire units are warranted to have remained within the FSC's "chain of custody" at all times. Refcon is leading the way in supporting renewable and sustainable practices throughout the foodservice industry, as we reduce the carbon footprint of our products.

Presenting and preserving food is what we do. However, preserving the planet and quality of life for future generations is a responsibility we take seriously. And we are especially concerned that a decline in milk consumption is putting the next generation at risk for the serious health consequences of obesity, diabetes and osteoporosis.



MILK Printed in U.S.A. © 2008 Refcon, LLC, Printed 6/08



335 Chestnut Street
 Norwood, NJ 07648
 Phone: 201.750.5060
 Fax: 201.750.5066
 sales@Refconcase.com
 www.Refconcase.com



FSC Supplier
 SCS-COC-00541
 The mark of responsible forestry
 ©1996 Forest Stewardship Council A.C.

Source: National Dairy Council Studies