

Rutter's Farm Stores Upgrades York, PA, Site With Anthony® Infinity 090 Cooler/Freezer Doors

Upgraded location now has "wow" factor that attracts customers and improves energy savings

Sylmar, CA, USA – June 15, 2015 – [Anthony®](#), a Dover company, recently contributed to the successful upgrade of a Rutter's Farm Stores convenience-store/retail-petroleum location in the company's hometown of York, PA. The cooler/freezer area is one of the focal points for all of its 60 stores, and was ready for a modern makeover at this Rutter's location. For a solution that was both inviting and energy-efficient, Rutter's selected the Infinity 090 Cooler and Freezer Doors from Anthony®.

"The first thought was, seriously, 'Wow!' because the doors were making a statement," said Derek Gaskins, Chief Customer Officer for Rutter's Farm Stores. "The cooler area drives a major piece of the profitability for the total store, so having the right look and having the right brand with bright white LED efficient lighting, made a huge difference. In partnering with a great brand like Anthony, one of our goals is to get more doors in more stores. As we look to modernize the footprint and build the Rutter's brand in our existing and new stores, Anthony can continue to play a role to help make us a much more profitable company while driving long-term sustainable growth."

The Anthony Infinity 090 doors met Rutter's needs because they feature infinity-edge construction, with an enhanced visibility area for improved merchandising. Infinity doors also come equipped with magnetic gaskets for a tight seal, as well as heat reflective glass. Lighting was also critical when selecting doors, which is why the Optimax Pro 24 LED Lighting solution was the optimal choice for luminance and energy efficiency. Rutter's installed a total of 16 Infinity 090 doors during the remodel, 12 on the coolers and four on the freezers.

Thanks to the design of the Anthony Infinity 090 doors, Rutter's is able to realize a 57% energy efficiency improvement for its cooler doors, and 24% improvement on its freezer doors after the upgrade. To see a short video from the actual location, please go to www.anthoniyintl.com/en/Media.



"With the cooler doors, we like to use bright light to draw customers through the store since this is a destination," said Gaskins. "However, sustainability is very important for us as a company. It's something we look at as a point of difference. Therefore, the lighting and cooler doors had to be energy efficient."

Anthony is a manufacturer and solutions provider of glass doors, lighting systems and display equipment for use in commercial refrigeration systems. For more information on Anthony, please visit www.anthoniyintl.com.

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About Anthony®

Founded in 1958, Anthony®, Sylmar, CA, USA, is a manufacturer and solutions provider of glass refrigerator and freezer doors, lighting systems and display equipment for use in commercial refrigeration systems. Anthony's products are designed to enhance merchandising, ensure food safety and protect the environment. A 50-plus-year commitment to Quality, Innovation, Customer Service, Continuous Improvement and Flexibility have allowed Anthony to become the supplier of choice for merchandising components in the refrigeration industry. Anthony is a member of the Dover Corporation's Refrigeration & Food Equipment market segment. For more information, please visit www.anthoniyintl.com or www.dovercorporation.com.

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