

For Immediate Release

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## Leer® Inc. Launches Highly Engineered Full-Glass-Front Merchandiser

**New Lisbon;** March 10, 2015 – Leer, Inc. USA, the global leader in ice merchandisers and manufacturer of custom walk-in coolers & freezers, is pleased to announce the release of its innovative Full-Glass-Front merchandiser. This is the first in a series of new and exciting product innovations in 2015 that features a new look which will help shape and define the Leer brand; a brand already synonymous with durability and superior quality.

“With a lighted translucent crown, stylized bottom airflow grill, and full glass door, this model is designed to appeal directly to the ice consumer, increase traffic, and sell more ice!” said Mark Edmonds, VP of Merchandisers. Designed to NSF standards with full display of product creates a very clean design. The door is treated with an anti-fog coating for a clear view of the product even in high humidity applications; with optional antimicrobial treated interior. Manufactured with thick polyurethane foam walls, LED lighting, and a built-in condensate evaporation system, the design is extremely energy efficient.

The full steel cabinet design, thicker foam walls and floor make for higher insulation value, while the bottom ventilation grill utilizes air flow in and out on front of cabinet allowing it to be placed with the back tight to a wall, allowing for optimum space utilization. Designed with the consumer in mind, the large handle provides an enhanced look and superior ergonomics. Additionally, the refrigeration design allows this unit to be run as an ice merchandiser or a cooler with optional shelves.

The door hardware has a “hold open” feature that provides improved ergonomics and allows for safe and swift re-stocking of the merchandiser. The large triple pane glass door is designed with an aluminum frame to reduce weight and is mounted on a spring loaded torque rod hinge for a smooth easy-open swing, and soft close.



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An Employee Owned Company

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## **About Leer, Inc.**

Leer is a global leader in engineering research, service quality, and manufacturing, with a rich heritage of producing award-winning American made products since 1952. Leer was acquired by Dexter Apache Holdings, Inc. in 2008. Dexter Apache Holdings, Inc. was founded in 1894 and currently is headquartered in Fairfield, Iowa. In addition to Leer, Dexter Apache Holdings, Inc. owns five other businesses: Dexter Laundry, Inc., Crystal Group Inc., Apache Stainless Equipment Corporation, Dalton Ag Products, and Dexter Financial Services, Inc.

Dexter Apache Holdings, Inc. is owned 100% by its employees through an ESOP.

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