

For Immediate Release

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## **Leer® Introduces an Improved Door Material For All Outdoor Merchandisers**

**NEW LISBON, WI;** June 17, 2013 – Leer, Inc. USA, the global leader of ice merchandisers and manufacturer of custom walk-in coolers & freezers, is implementing another upgrade to all outdoor ice merchandisers doors. Effective 2013 newly manufactured exterior doors will have a material upgrade to increase durability.

This material change provides a highly robust finish that is extra scratch, stain, and mar resistant. The overall advancement presents an increase in the metal thickness, creating a stronger product. Also included in the new coating is IR Reflective Pigmentation creating a cooler surface. The material has many successful applications including steel roofs and was engineered specifically for outdoor use.

In 2011 Leer upgraded the vinyl frame. That change has proven to be vital in increasing the internal strength and stability of the door. The new material now addresses an improvement for the outside, completing a highly engineered door that achieves the longevity that Leer and their customers expect from the most respected brand in the business.

#### Material Summary:

- Hot-dipped galvanized top-coated steel with a premium fluorocarbon coating
- IR (Infrared) reflective pigmentation deflect UV rays to lessen the heat island effect
- Premium two process system consisting of top coating and primer with coating on back side of metal
- Resist to scratching, scuffing, marring, and staining
- More resistant to abrasions, tough against the environment elements
- Reduces carbon footprint and complies with EPA's Energy Star and LEED 29 standards

#### Other Recent Engineered Improvements:

- Non-conductive, welded, single piece PVC frame and magnet gasket
- Universal size doors for all Leer brands
- Increase "R" factor with more urethane foam insulation

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Corporate Office:  
206 Leer Street  
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**Photo Caption:**

Located at the New Lisbon, WI Grocery Depot sits an Ice Merchandiser with the upgraded coated doors.

**About Leer Inc.**

Leer is a global leader in engineering research, service quality, and manufacturing, with a 60-year heritage of producing award-winning products. Leer was acquired by Dexter Apache Holdings, Inc. in 2008. Dexter Apache Holdings, Inc. was founded in 1894 as The Dexter Company in Dexter, Iowa, and currently is headquartered in Fairfield, Iowa. In addition to Leer, Dexter Apache Holdings, Inc. owns four other businesses: Dexter Laundry, Inc., Crystal Group Inc., Apache Stainless Equipment Corporation, and Dexter Financial Services, Inc.

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



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