

For Immediate Release

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Leer[®] Inc. Welcomes New Partner **WestCool** to Represent Ice Merchandisers in Europe

New Lisbon; May 12, 2014 – Leer, Inc. USA, the global leader of ice merchandisers and manufacturer of custom walk-in coolers & freezers, is pleased to announce and introduce WestCool as its new mainland European Distributor. Based near Dusseldorf, Germany, WestCool represents an excellent addition to the Leer distribution family, and will provide the most durable and energy efficient ice merchandisers for Europe, from Europe.

Partnering with WestCool ensures that Leer products will be available from stock at the heart of the continent. Alongside this local product availability comes WestCool's industry leading network of service technicians providing unparalleled levels of customer support for the European ice industry.

A hands-on leader, and with over 15 years commercial refrigeration experience, WestCool CEO, Oliver Thrun, will be the principal point of contact.

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