

For Immediate Release

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Leer's® Breakthrough in Ice Vending

New Lisbon; February 13, 2017 – Leer, Inc. USA, manufacturer of the world's most dependable and innovative ice merchandisers since 1952 is pleased to announce an all-steel construction Ice Vending Machine.

Over the past year, Leer's in-house product development team has worked to deliver a robust ice vending machine. The new **VM40** delivers a distinctive contemporary look and 24/7 sales opportunities.

The VM40 features easy-to-use vending technology and eye-catching illumination. As with all Leer ice vending products, the VM40 benefits from a self locking door which is released when the user swipes their credit card. Transaction frequency, temperature and real-time inventory can all be monitored remotely to ensure optimum sales and profitability.

“As the market for ice vending machines continues to grow, the VM40 compliments our growing line of vending products, providing the customer with a compact single door alternative to our larger Ice Breaker machine,” said Ben Albregts, Leer's Director of Sales.

Requiring only standard 115v power supply and a cell phone signal, the **VM40** offers a superior buying experience for the packaged ice consumer and retailer.

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An Employee Owned Company

Corporate Office:
206 Leer Street
New Lisbon, WI 53950
www.leerinc.com

About Leer, Inc.

Leer is a global leader in the design, manufacturing and supply of iconic and contemporary ice merchandisers, ice vending machines, walk in coolers, and other cold & controlled storage solutions.

As part of Dexter Apache Holdings, Inc. headquartered in Fairfield, Iowa, Leer is one of five employee owned manufacturing businesses with a rich heritage of producing award winning American made products since 1894.

In addition to Leer, Dexter Apache Holdings, Inc. owns Dexter Laundry, Inc., Crystal Group Inc., Apache Stainless Equipment Corporation, Dalton Ag Products, and Dexter Financial Services, Inc.

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

www.dexterapache.com



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