

Armand Nouri

NexisDesign E-10 Walk-in Freezer

SPEC COPY – Second sales letter: sent to leads that took self-assessment test

The Results Are In: Your Freezer Is Leaking Money.

How Do You Stop It?

Dear Restaurant Owner,

I'm writing to share with you some business information you requested. Your interest in your walk-in freezer's energy efficiency yielded some results.

The Freezer Savings Assessment (FSA) you took on [date] shows that the heat resistance (R-Value) of your freezer's insulation falls short of the minimum value set by the Energy Independence and Security Act (EISA) of 2007.

R-Value is a measurement of insulation's ability to resist heat. The better your insulation resists heat, the less energy your freezer's motor has to consume to replace lost chilled air.

The 2007 EISA measure mandated that, as of 2009, insulation for industrial freezers be built with a minimum R-Value of 32.

This is a high R-Value, and was enacted by congress to raise nationwide energy efficiency in insulated equipment. As a consequence, it raised the standard in the amount of money that upstart restaurants could save—especially those that purchased walk-in freezers after 2009.

Your freezer's insulation, however, scored 15 points below the minimum 2009 EISA R-Value of 32, at R-Value 17. So not only is your freezer unit operating outside of code, it's also using sub-standard insulation which leaks chilled air by a factor of 15.

This results in your freezer consuming *more* energy to replace lost cold air.

Either way, your current freezer is costing you money and dragging down your profits.

So this brings me to the reason why I wrote you in the first place. Now that you know your freezer is inefficient and using more energy than it has to, you're probably interested in how you can turn a totally avoidable expense into profit.

In fact, I know you are. You're a businessperson and you want to increase profits on every meal served.

You may have done this by studying your financial statements looking for ways to cut costs.

When you've exhausted all available options, you might figure it's time to do some creative accounting. But that's not your job—you *have a restaurant to run*.

That's why our solution demands your attention. *We've found a way to **dramatically** cut your monthly operating costs.*

Introducing the NexisDesign E-10 Walk-in Freezer!

This walk-in freezer is not only made in accordance to the EISA act, but goes above and beyond its mandated R-Value minimum and delivers **R-36** in Extruded Polystyrene insulation!

Extruded Polystyrene is currently the best insulation foam on the market. It's unique in that it's composed of small closed cells that resist moisture absorption. The less moisture your foam retains, the longer it retains its R-Value over time.

Robert Deck, President of Daily Inn, illustrates this by saying "*I selected the NexisDesign E-10 Walk-in Freezer to replace our current aging equipment in most North American locations because its unique design delivers the highest R-Value that Extruded Polystyrene foam is currently capable of achieving. Because of this, we're using less energy to make up for lost cold air; we've actually earned about \$2,500 per chain in energy savings. It turned out our old freezer models were collectively leaking money.*"

Solid monthly savings. But for how long?

R-Value is a measure of insulation effectiveness. As R-Value degrades over time, so does your insulation's ability to deflect heat.

So does the **E-10 Walk-in Freezer** have staying power?

The U.S. Army Corps of Engineers can answer that question:

Army engineers have recently found that the **E-10 Walk-in Freezer** retains 75% of its R-Value while GeneralFreezing's **Model B**, a runner-up comparable walk-in freezer, retains only 45% of its R-Value. This means that the foam used in NexisDesign Walk-in Freezers retains 30% more of its heat deflection ability over five years than the next comparable walk-in freezer.

That translates into 30% more energy savings.

Study available at www.usace.army.mil/research/civilian/nexisdesign

Sign up at www.nexisdesign.com/appraisal or call **1-811-255-1010** today to have one of our EISA-board certified energy savings analysts visit your restaurant for a **free** savings appraisal!

Make sure you take advantage today because appraiser availability is subject to demand.

And if you sign up by visiting our website, you can download a **FREE E-10 Walk-in Freezer** case study, which provides examples of our freezer in action.

Now your accountant can look to you to cut costs

That's right. Your accountant will thank you. And so will your whole business.

- You don't have to lift every rug in your restaurant to find cost cutting potential.
- You don't have to lose sight of your bigger goals to find the mysterious "cost to cut."
- You don't have to restructure the way you do business.

The job is already done.

All you have to do is look in your own kitchen at your own freezer, and you'll see that high energy costs are *eating away* at the profit you're *supposed* to make from every meal you serve.

But the good thing is, keeping your inventory frozen doesn't have to cost this much. In fact, money is on the table, and you can claim it by achieving ceiling-high energy efficiency.

How do you accomplish this?

The **E-10 Walk-in Freezer** is the only solution on the market that will deliver maximum heat resistance coupled with premium R-Value retention, all of which will deliver sustained lower energy costs and higher profits to your restaurant's income statement.

These gains are nothing new to our customers

Like I said in the first letter I sent you, we've been designing and manufacturing the most energy-efficient walk-in freezers for 22 years.

Our loyal first customer, California Rotisserie House, has purchased exclusively from us since 1991. Robert Smith, the company's founder and president says:

"We've been using NexisDesign walk-in freezers for 20 years now. We've had no reason to change models because NexisDesign designs the most energy efficient walk-in freezers on the market, which allow us to reclaim lost profit by optimizing our energy efficiency."

The E-10 Walk-in Freezer is designed to cut other costs too

Want to calculate **exactly** how much the **E-10 Walk-in Freezer** can lower your monthly utility costs and increase profits? Want to know what else it can do for your bottom line?

Sign up at www.nexisdesign.com/appraisal or call **1-811-255-1010** today to have one of our EISA-board Certified Energy Savings Analysts visit your restaurant or office for a **free** savings appraisal.

Make sure you take advantage today because appraiser availability is subject to demand.

And if you sign up by visiting our website, you can download a free **E-10 Walk-in Freezer** case study, which provides examples of our freezer in action.

Sincerely,

John C. Doe,
President,
NexisDesign Walk-in Freezers