

New "ASU" Series

The need is growing for an Air Screen that can tackle longer meal service hours and newer room service platforms, especially in the healthcare segment. The ASU-10 delivers an industry-leading 4 hour open-door operation window, giving quick and easy access to fast moving food products in the safest manner possible. And despite being a powerhouse for door-open performance, the ASU-10 manages to exceed the stringent DOE (Dept. of Energy) standards for commercial refrigeration.

Unique Selling Proposition

Operators need a workhorse to handle their longest, most hectic meal periods. The ASU-10 manages the longest operation times and provides low and no-touch access to key food items where food safety is an absolute requirement. Premium features such as 3" thick insulation, an enlarged evap coil with hydrophobic coating, and a sensor-based defrost system all provide better performance and longer open-door operation time. Other market offerings may claim multiple hours of operational time, but lab performance testing shows that the **ASU-10 outperforms the competition with 4 hours of open-door use in real world conditions.**

Scans to ASU-10 Model Page
for More Info & Resources

fwe.com/product/asu-10



MODEL: ASU-10

Sales Points

- Longest door-open operation available on the market
- Low and no-touch access to product means faster ticket/order times and reduced risk of cross contamination
- Exceeds DOE energy requirements, this high efficiency means low operational cost
- Standard 15A plug with minimal energy consumption
- Limited 2 Year Warranty
- Multiple options available to customize your order - See trifold guide or fwe.com/airscreens for full list

Marketing Strategies

- Formal Training
- Formal Intro Letter
- Spec Sheet
- Trifold Guide
- Selling Guide
- Test & Evaluation Units Available
- Social Media & Website

Target Markets

- Acute Care Hospitals
- Long Term / Extended Care Facilities

Cross-Selling Opportunities

- ETC Meal Delivery Carts
- HLC-Well Units
- Bulk Holding Cabinets

What It Holds

- (10) 18x26" Sheet Trays
- (20) 14x18" Half Sheet Trays