

"The Bitterness of Poor Quality Remains
Long After the Sweetness of
Low Price Is Forgotten"



UTILITY® REFRIGERATOR

Manufacturers of the Finest Quality Refrigeration Equipment Since 1931



**What You Pay for a
Piece of Equipment
Is Not what
it Costs
You...**



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The True Cost of Ownership



ENERGY COSTS – Utility's Expansion Valve System significantly reduces run times. Shorter run times means less energy is used. Less energy usage means lower energy costs. Utility's insulation, on average, is 1/2 inch thicker than any of our competitors. More insulation means lower energy costs. All Utility components are properly matched for optimal performance. Utility's systems are designed to assure faster pulldown and quicker temperature recovery. The result . . . energy savings.

SERVICE COSTS – Labor costs are constantly on the increase. And, then there is the cost of parts. Some manufacturers might lure you with the relatively low cost of their units but "make it up" on the high cost of their replacement parts. Service calls are not only disruptive, they are expensive. Because of Utility's proven reliability, service calls are at a minimum compared to other manufacturers.

DOWNTIME COSTS – Downtime is costly. The less the need for service, the less the downtime.

FOOD SPOILAGE COSTS – The greater a product's reliability, the less the need for service, the lower the risk of food spoilage. Designed to insure that the proper humidity level is maintained at all times, Utility's refrigeration system keeps food fresher longer while maximizing quality and taste.

REPLACEMENT COSTS – Many Utility refrigerators and freezers are still in service after 20, 30 and in some cases 40 years. Longer life means fewer times a replacement unit is required over a given number of years.

REMOVAL and INSTALLATION COSTS – In addition to the cost of a replacement unit there are labor costs to remove the old unit and install the new unit. Plus, there is the intangible cost of disruption caused by the need to replace the old unit.

DISPOSAL COSTS – Then, there are the costs involved in disposing of the old piece of equipment.

OPPORTUNITY COSTS – And lastly there is the nuisance factor involved in replacing equipment. Do you replace with a unit from the manufacturer who made the unit you are replacing? Do you choose another brand? Which brand? From whom do you purchase the new unit? Your current dealer? Should you ask for quotes? All this takes time . . . valuable time you should be spending on more productive tasks.

IF YOU LOOK AT TRUE COST,
YOU WILL SEE



HAS THE LOWEST TRUE COST IN ITS CLASS