



What Morrill Motors Offers Foodservice Businesses

An Interview with Tim Neal, Director of Marketing for Morrill Motors Inc.

NRA: Morrill Motors recently combined with GE ECM by Regal Beloit. How will the merger impact the foodservice industry?

TN: The new Morrill Motors is the largest commercial refrigeration motor manufacturer in North America. With the combined strength of GE ECM's unmatched engineering and Morrill's renowned dedication to quality and customer support, we now offer the fullest and best line of refrigeration motors in the world.

This includes every shape and size of shaded-pole and PSC motors, high-efficiency EC motors that include the SSC² and ARKTIC 59 & 142, and our line of aftermarket replacement motors, which we call Evergreen.

The motor is the heart of commercial refrigeration, and one of the largest opportunities for cutting electrical use in bottle coolers, display cases, vending machines, walk-in coolers, commercial refrigerators and freezers, condensers, and parallel rack units.

These are the components that drive all equipment today, and our newest motors are the tools that will make the efficient and sophisticated equipment of tomorrow.

Last year, we introduced the refrigeration industry's first smart motor, the ICE 59. This tenth-generation motor is programmable, works with a range of controllers, and can communicate in real time with external systems. ICE also has a wide range of operating speeds, and has a built-in diagnostics recorder called BlakBox™. It's some seriously advanced technology that will push the boundaries of what new equipment can do in the future.

NRA: Where do you see trends leading the industry in the future?

TN: In the short run, the days of inefficient technologies are numbered. Both from a consumer and a government perspective, the demand for green is only going to get stronger.

Going forward, high-efficiency is going to be a central issue for new equipment. That's a major shift for an industry that has always been very focused on the first cost of equipment. Though efficiency can introduce a bump in up-front costs, the energy savings pay for themselves many times over.

As businesses see how much they can save with efficient new equipment, they're also going to become

more interested in aftermarket projects. After all, why would any business pass up a proven way to cut overhead costs?

Evergreen replacement motors are proven: in the field, with over 20 years of evolution; in manufacturing, where ECM motors are helping manufacturers meet ever-increasing equipment standards; and in independent lab testing, where ECM uses one-third the electricity of a conventional motor.

In the long run, we're going to see greater capabilities in next-generation equipment, as manufacturers begin to take advantage of advanced motor capabilities.

Even now, we're starting to see inklings of things to come. For example, external controllers can work together with efficient multiple motor speeds to slow walk-in cooler fans down when there isn't the need for full-blast cooling. It slashes energy costs, increases food's lifespan, and makes employees who enter pull out items more comfortable.

And that's just the beginning. Used fully, our smart motors will help manufacturers create product features that have never existed before. n