

Customer Success Story



Beacon Lights the Way for Seafood Importer



Pictured left to right: Duff O'Donnell, owner of EuroUSA, Dean Betlee of Controlled Environmental Systems, Jon Dresser of Refrigeration Sales Inc. and Paul Clement of Controlled Environmental Systems stand near a Larkin unit outside EuroUSA's warehouse.

CLEVELAND, August 2001— In the finest restaurants of Ohio, the catch of the day is made possible in part by a 'beacon.' This beacon is not necessarily from a lighthouse on the coast guiding shrimpers and trawlers to safety, but rather through a refrigeration system that ensures the high quality of seafood through a reliably controlled cooling environment.

EuroUSA, Inc. is an importer and distributor of seafood and specialty foods serving clients throughout Ohio, western Pennsylvania and southern Michigan. "We store and ship anything from tuna, pasta, oils, lobster and cheese to mahi mahi," says EuroUSA

President Duff O'Donnell.

Sixteen years ago, when he started EuroUSA, O'Donnell couldn't have imagined ever needing a high-tech refrigeration system to cool a huge distribution warehouse. "When it was just me driving a truck around Cleveland I never thought that this would be a 50-employee corporation with sales approaching \$100 million," says O'Donnell, laughing. "But today we dominate the market because of selection, service, quality and distribution efficiency, and we expect to continue our double-digit growth."

As a result of its continued expansion, EuroUSA decided to con-

solidate its three distribution warehouses into one large, refrigerated warehouse facility to improve efficiency. "They required an efficient, cost-effective and reliable system and Beacon was the right solution," says Jon Dresser, Refrigeration Specialist at Refrigeration Sales Corporation. O'Donnell worked with Paul Clement and Dean Betlee of Controlled Environmental Systems, Inc. and decided on a Beacon Refrigeration System with its Smart Controller and Smart Defrost technology.

EuroUSA's new eight-room facility has a 100' x 40' x 30'-freezer, a 100' x 50'-cooler area—both 30 feet high—and six smaller coolers housing applications varying from fish processing to waste management, and ranging in size from 6' x 18' to 18' x 30'. The refrigeration components range from a Larkin 50 horsepower dual com-

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pressor condensing unit down to a ¾ horsepower hermetic system for the smallest room. Six Beacon Smart Controllers monitor the various boxes (except for the small waste management cooler).

“The nature of this customer’s business requires extremely tight temperature control in order to maintain the integrity of its inventory and business,” says Larkin Refrigeration Area Representative Tod Heath of Miller Component Sales. “Beacon’s cutting-edge technology allowed us to offer the best temperature controls possible.”

“With Beacon, the system responds more quickly to temperature changes than with a standard

thermostatic expansion valve,” says Dresser. Since Beacon uses a solid-state microprocessor to control its electric expansion valve, it is able to sense and regulate temperature changes more quickly and efficiently than a conventional thermostatic expansion valve, which must “hunt” up or down to search for the right setting before it can modulate efficiently.

In a high-traffic application, such as EuroUSA’s warehouse, a conventional temperature control system is slower to respond to changing conditions in the refrigerated space and tends to stay on longer, reducing efficiency and increasing wear on equipment.

Beacon’s Smart Defrost system also gives an added jolt to cost efficiency by defrosting the system on an as-needed basis only, as opposed to a set defrost schedule found in a conventional control system.

“One of the most impor-



EuroUSA’s refrigerated warehouse holds thousands of pounds of seafood and specialty foods before they are shipped to Ohio, western Pennsylvania and southern Michigan.

tant reasons EuroUSA liked Beacon,” says Heath, “is its usability.” EuroUSA not only needed tight temperature control to ensure product quality, it also needed flexibility because of the variation in the types of seafood and other products that might be received or distributed on any given day. “EuroUSA wanted state-of-the-art equipment to be able to monitor and change the performance of the equipment easily,” says Heath, “which can be done with a few touches on a wall-mounted Smart Controller key pad.”

With the modem communication option, Beacon systems can even be monitored and adjusted from off site. “I really like the high-tech aspects of the system,” says O’Donnell. “It allows me to do more things, such as check the status of product and the system remotely. It gives me and my clients peace of mind.”



Larkin units provide tight temperature control to ensure product quality. (Pictured left to right): Paul Clement, of Controlled Environmental Systems, Jim LaPierre of Refrigeration Sales Inc., Tod Heath of Miller Component Sales, Dean Betlee of Controlled Environmental Systems and Jon Dresser of Refrigeration Sales Inc.

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