



Manitowoc Foodservice
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INSTALLATION INSIGHTS

MAXIMIZING EQUIPMENT PERFORMANCE



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EXECUTIVE SUMMARY

Foodservice operators looking to buy or maintain equipment should be aware of the three critical phases of equipment life cycles. The first phase involves selecting the appropriate piece of equipment for the operation. Each situation can be different, with its own set of unique needs, so it's in the operator's best interest to spend time researching and selecting the right equipment up front.

After selecting the appropriate piece of equipment, the next step is proper operation and maintenance for the best performance and warranty compliance. There is an ongoing discussion surrounding the value of using Original Equipment Manufacturer (OEM) parts versus generic, or aftermarket, parts—generic part advocates argue that aftermarket parts are essentially the same as originals at a reduced cost. However, after reviewing the strengths and benefits of each, any initial cost savings achieved by using generic parts may end up costing much more in the long run due to warranty suspension, inability to meet third-party safety standards, creating employee safety issues and, ultimately, a shortened equipment life cycle.

In addition to using OEM parts, practicing sound equipment maintenance and cultivating an ongoing positive relationship with an Authorized Service Agent (ASA) help ensure that equipment functions at maximum efficiency for the balance of its life cycle. Consider maintenance and service as a contribution to positive output, ensuring equipment is running at peak performance, which can positively impact the bottom line.

The last phase of the equipment's life cycle involves installation and performance verification, which is the focus of this paper. Previous position papers have covered the first two topics in detail and are available for download at www.enodisusa.com/service or on the Foodservice Equipment & Supplies website at www.fesmag.com.

By following best practices in these three areas, operators can ensure equipment is warranty compliant and works at peak performance. This nets out to decreased downtime and energy costs and increased profitability with greater throughput.

TYPES OF INSTALLATION

For any operator, proper installation and performance verification is important as the final step to ensuring optimal equipment performance. There are four types of installation:

- **Put In Place**—This type of installation is described as simply uncrating a piece of equipment and putting it in place. There are no connections made and no performance testing done.
- **Pure Install**—A pure installation involves connecting the piece of equipment to gas, electric, and water lines on-site. This includes making sure it's wired and plumbed, but not turning on the equipment or testing for performance issues.
- **Startup**—This process includes technical performance testing of the equipment (i.e., turning it on, making adjustments and running through paces) to make sure it operates to specification.

- **Demo**—The final step is an actual demonstration and training on how to operate the equipment or suite of equipment by a manufacturer’s representative or an ASA.

BENEFITS OF HAVING AN AUTHORIZED AGENT INSTALLATION

For any type of installation, it’s important to understand how the equipment supports a particular operation. This is but one benefit of having an authorized agent perform the task. While general and/or independent contractors are sometimes used for installations, they may have limited or no background in foodservice, and therefore may not understand the nuances of how the equipment needs to perform in a given situation. Often equipment is labeled as “bad” when, in fact, failure is related to improper installation. Sixty percent of warranty claims and 50 percent of service calls in the first 60–90 days of ownership can be attributed to bad installs. An ASA will make sure the equipment is not only installed to manufacturer’s specifications, but also achieves peak performance and minimizes the operator’s down time as a result of a faulty install. In addition, following proper installation guidelines ensures that equipment is warranty and third-party agency compliant, thereby contributing to food safety, employee safety, peak performance and energy efficiency.

“As a member and a director on the board for the Commercial Food Equipment Service Association (CFESA), I have spent countless hours with fellow members developing a certified training program for the installation of commercial foodservice equipment,” says Wayne C. Stoutner, president of A.I.S. Appliance Installation &

Service. “I have seen firsthand the benefits of having a factory ASA install equipment. When a piece of equipment is installed by an ASA, the agent takes full ownership for the installation being professional and in accordance with the manufacturer’s instructions. Once the installation is complete according to manufacturer’s specifications, the ASA can create a record of that equipment, ensure they have adequate parts in stock to repair the equipment and make recommendations regarding planned maintenance, cleaning and proper care. If the equipment is installed and cared for properly, it will be much more likely to perform as specified, with reduced repair expenses throughout its entire life cycle.”

The ultimate goal of any maintenance and installation program is to avoid downtime and maximize efficiency and proper functioning. The benefits are many, including peace of mind, but the bottom line is that proper maintenance, service and installation will help operators maximize profits.

“It has been my experience,” Jack McMahon, president of Superior Kitchen Service, Inc., says, “that the bulk of new equipment downtime happening within the first year is a direct result of improper installation. Having a factory ASA install new equipment will minimize this downtime and ensure optimal equipment performance. ASA technicians are factory trained and certified, as well as CFESA certified in gas, electric, steam, and in many cases, refrigeration. Few tradesmen outside the ASA network have completed this diverse training. ASA technicians are an elite group of well-rounded technicians who have the know-how to get the job done right. End users who have experienced the

‘learn as you go installation’ understand all too well the importance and value of using an ASA to protect their investment.”

RISE PROGRAM

Through its Reliable Install & Start-up Equipment (RISE) program, Manitowoc Foodservice offers the option to purchase installation and start-up at the same time the equipment is procured. Trained service personnel such as ASAs are an essential component of best-in-class installation programs because they bring extensive knowledge of a manufacturer’s equipment lines, as well as keen understanding of how equipment systems work together to maximize results.

Operators who choose to use someone outside the authorized system to perform installations take on several risks, including potential warranty nullification, fire and employee safety hazards, violation of government regulations and compromised food safety.

As an equipment manufacturing and service industry leader, Manitowoc Foodservice understands the importance of creating and supporting equipment for optimal performance throughout its life cycle. The company focuses the majority of its efforts on supporting the proper installation and service of replacement equipment, as installation and training for new construction is very capably handled by consultants and dealers.

Since replacement is generally handled by owners/operators however, it’s important to educate them on proper installation and service so they can avoid falling under the illusion of “saving money” by cutting corners. In the long run, improper installation could cost them thousands of dollars.



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To support operators in the replacement process, Manitowoc Foodservice offers a call center where they can schedule installation with an ASA. An operator simply calls 1-866-922-RISE (7473) and the ASA completes an initial site survey and identifies any issues prior to delivery. He or she also performs the initial installation, start up, demo, and the call center follows up with every customer to ensure that installation needs have been met. Additionally, Manitowoc Foodservice will remove and properly dispose of old equipment.

The bottom line is, with in-depth research up front, proper installation and planned maintenance, operators can rest assured that they're receiving peak performance and energy conservation for the life of their equipment, thus eliminating the potential for extra expenditures.

THE STAR SERVICE DIFFERENCE

When it comes to world-class equipment and service, global leader, Manitowoc Foodservice understands that innovation, creation, and distribution are only the beginning. Equally important is an ongoing service and maintenance program designed to keep equipment functioning at peak performance. Because service is such an important factor to ongoing customer satisfaction and equipment longevity, the STAR Service Network was created to establish best-in-class standards for its more than 500 strategically located domestic service centers.

These locations employ more than 5,000 trained service technicians, many of whom are certified as Master Technicians by the Commercial Food Equipment Service Association (CFESA). In addition to third-party recognition and certification standards, Manitowoc Foodservice requires that all technicians be recertified at least every three

years to ensure they are up to date on the latest products, technology, and repair procedures. Agents in the STAR Network also agree to guarantee their parts and labor for a minimum of three months (90 days), and many offer extended warranty periods for parts and service.

Helping customers navigate their wide variety of choices when it comes to service was the main motivator for creating the STAR service program. The program has two key stipulations that contribute to its overall success. The first is an OEM stock policy, meaning that service centers must stock OEM parts for all pieces of equipment for which they're certified to repair. The second is maintaining a professionally trained national network of service centers that are accessible to customers.

In addition, the STAR service program offers a variety of beneficial features, which are highlighted on the STAR Service web portal at www.enodisusa.com/service.

- Online Zip Code search engine for finding the closest authorized service provider
- Online performance standard statistics and information
- A RISE program that includes required site surveys by an ASA prior to initiating work
- An Authorized Training Instructor (ATI) program that includes factory-authorized training conducted by ATIs at any of the ASA locations or online

As an added layer of quality assurance, Manitowoc Foodservice conducts annual audits to evaluate the performance of each ASA and suggests specific improvements to enhance service capabilities. Those agents achieving, maintaining, and improving audited certified capabilities are compensated at higher rates by Manitowoc Foodservice to reward service excellence.

For more information, visit www.manitowocfsusa.com/service