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Zero Zone: 60 Cool Years . . . Many More in Store

NORTH PRAIRIE, WI—June 8, 2021—From humble beginnings in a rented dairy barn in Pewaukee, Wisconsin, three refrigeration experts decided to strike out on their own and pursue their bold dream of making “the best freezers in the business at a competitive price.” George Johnson, Duke Wegner, and K Hirata would build their freezers and peddle them to local grocery stores until they had made a name for themselves for the quality of their work and their steadfast resolve to always put the customer first.

60 years from the incorporation of Zero Zone on June 8, 1961, the company is now the third largest manufacturer in their marketplace of commercial freezers, coolers, and the refrigeration systems that keep them cool. Their customer list includes some of the largest supermarket chains, major dollar stores, drug stores, and leading convenience stores in North America. They are also proud of their roster of smaller, independent foods retailers, who rely on their guidance and refrigeration expertise to help them navigate the myriad regulations in place to assure food freshness while protecting the environment.

Three facilities in Wisconsin are responsible for engineering and manufacturing their display cases, which are now renowned for their elegant appearance and energy-saving design. A large plant in Minnesota designs and manufactures the commercial refrigeration systems for grocers and is also sought out for their industrial refrigeration racks used in food processing, pharmaceutical manufacturing, cold storage, and ice arenas.

The three founders would be proud of the way their company has grown and that all their equipment is proudly assembled in the USA from domestic and foreign-sourced components. Most of all, they would be happy to know that it is still the responsiveness of Zero Zone employees that differentiates Zero Zone from their competitors. Keeping food fresh and helping industry keep its cool is what Zero Zone is all about. Here’s to the next 60 years and the exciting developments it will bring.

For more information about Zero Zone and their product lines, visit www.zero-zone.com.

About Zero Zone

Established in 1961, Zero Zone has display case facilities in North Prairie, Pewaukee, and Waukesha, WI, and a refrigeration systems plant in Ramsey, MN. Zero Zone is a leading manufacturer of refrigerated glass door display cases, multi-decks, and commercial refrigeration systems for supermarkets, drug, dollar, and convenience stores, and manufactures industrial refrigeration systems for cold storage, food processing, ice arenas, and the pharmaceutical/biomedical industry.



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