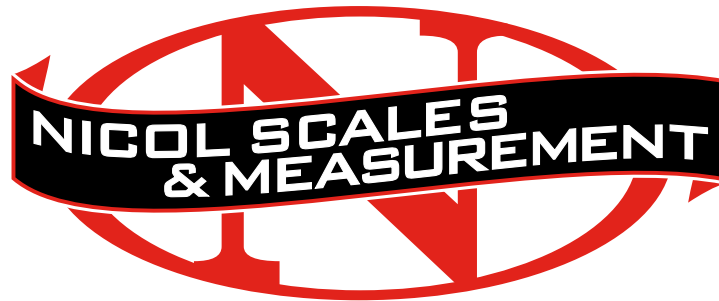


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QuickSilver Bench Scale meets all demands of Gulf Coast supermarket chain

Along America's Gulf Coast, from Gulf Shores, Ala., to Lafayette, La., you will find locations for regional supermarket chain, Rouses Food Market. From its beginnings, Rouses has prided itself on providing customers with local fare such as Louisiana grass-fed beef, Chappapeela pork, Mississippi Lamb, Boudin and Andouille sausages, and locally grown fruits and vegetables. With more than 50 stores in three states, Rouses shares the best consumer goods from each local community with its customers throughout Alabama, Louisiana and Mississippi.



In 2009, Rouses made a decision to upgrade its deli, seafood, and meat departments. The project included the purchase of new scales for its point-of-sale (POS) system. Rouses management was clear on its scale requirements: durability and easy to clean, coupled with an instrument capable of interfacing with the company's POS software via a serial connection.

Fairbanks Scales quoted Rouses its QuickSilver Bench Scale platform and FB2200 Series instrument. The QuickSilver's *10 Principles of Sanitary Equipment Design* caught the attention of Rouses management because the other scale companies that quoted the project simply proposed a stainless steel bench scale. Unlike the competing products, the QuickSilver easily met all of Rouses application demands, and more:

- Durability – 500% overload
- Washdown – Stainless steel construction, large openings that prevent product collection, drain holes, and ECOLAB approved cleaning and sanitizing protocols.
- Easy to clean – No tools are required to disassemble the QuickSilver to ensure a thorough cleaning. The stainless steel top platform simply lifts off.

Fairbanks originally bundled the QuickSilver platform with its FB2200 Series basic instrument and is now providing Rouses with its current basic instrument, the FB1100 Series. This instrument covers all of Rouses application needs by providing data to the company's POS system via serial connection.



In the past four years, Fairbanks Scales has provided Rouses Food Markets with more than 500 QuickSilver platforms and FB2200/FB1100 Series Instruments. There has not been a single reported issue with product quality, accuracy, durability or sanitation.

To learn more, contact Fairbanks Scales at 816-451-4107 or visit us on the Web at www.Fairbanks.com.