



A Hardy Opponent Steps Up to Stop Old Man Winter

CHALLENGE

For thousands, attending dead-of-winter Packers games at Lambeau Field in Green Bay, Wisconsin is a rite of passage and long-standing family tradition. With their breath appearing like smoke from beneath frozen (and sometimes icicle-laden) cheesehead hats, fans endure a wind-chill factor that takes the frigid weather into new definitions of "uncomfortable". In spite of Mother Nature's relentless determination to test every fan's arctic sturdiness, when you run the Packers ProShop, you still bear the burden to provide a durable and proven reprieve from the intensity of the season for guests and shoppers.

THE SOLUTION

One seriously challenging problem can only be faced with a solution that is tougher. When renovators specified the Mars Air System solution for the retail store, they did so knowing what a formidable opponent the Mars unit can be for harsh conditions in a state that lists on the top ten for worst U.S. winters. Relentless wind, below-freezing temperatures, blowing snow and icy sleet, all throw in the white flag of defeat when going head to head with the Mars Air Systems units. Using 84' and 96' Phantom units designed to recede into the aesthetic of the newly restored Proshop, the Packers gear can now take center stage and consistent relief is on tap no matter what winter conditions exist or how the game is going.



atmosphere is everything

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MARS IS A FORMIDABLE OPPONENT TO HALT HARSH WEATHER CONDITIONS



THE TITAN OF RETAIL TURNS TO THE TITAN OF TOUGH

When your supercenter stores are an average of 179,000 sq. ft., you stock a lot of shopping carts to roll through the dozens of sprawling aisles. And when the shopping experience can make a difference between a shopper in your store versus one staying home to buy online, the savvy retailer knows the value of a warm, dry experience even when the weather is cold and wet for months on end. For Walmart, the dozens of shopping carts left out in parking lots returned to the interior carousel with cold metal that dripped of rain and snow. The Mars Air Systems solution to the rescue to relieve the pain of wet yet again. Much like other settings where moisture demands drying time or creates a safety risk with slippery water, the wet shopping carts at Walmart are both uncomfortable for shoppers and drag water through the store. Applying the Mars solution with its focused stream of automatic warm air, Walmart Supercenter managers can control the moisture and chill on the shopping cart, diminish the moisture streaming into stores that creates slippery floors, and now ensure a true Walmart welcome.



MAXIMIZE MONEY-MAKING INTERIOR SPACES

Being asked to partner with what may be the most beloved American treasure is a big responsibility. It means helping create a special experience for the more than four million tourists -- Americans and foreign visitors -- every year who visit the Statue of Liberty National Monument and Ellis Island. While studies consistently affirm that consumer buying intention increases with warmth (Journal of Consumer Psychology), the prevailing winds off the Atlantic were creating an ongoing chill at this national monument causing discomfort for gift shop visitors. But when four of Mars Air Systems' electric-heated air curtains were installed to form an invisible barrier to the wind gusts and contribute to a consistent temperature at the site's gift shop, liberation from the wind was realized and the entire interior space -- including entryways -- was restored to profitable comfort.



THE KING OF SHIPPING FINDS A DEPENDABLE PARTNER

When you control the processing and shipping of more than 1 billion packages a year through more than 150 fulfillment and sortation centers, those vast working spaces need to be consistently clean and comfortable despite dozens of wide openings for plenty of people and equipment to pass through 24/7. One Amazon center is so large it's the size of 28 football fields...combined. These facilities are known to have realized internal temps over 90°F which is a common challenge of large, cavernous spaces. And, while goods move in and out as quickly and efficiently as possible, employees are long-time guests who deal with the air quality and temperature constraints for hours each work day, year after year. Industrial facility managers need consistent durable solutions customized for their unique climate and constraints. Amazon's industrial facility managers called in the titan of tough. Across the U.S., the Mars air curtain now stands guard at Amazon fulfillment and sortation facilities and manages their many large dock doors as they safeguard against air transfer and pollutant infiltration while keeping passages free and clear from obstructions that lead to accidents.



BALLS KEEP FLYING, PESTS GET GROUNDED

Camelback Ranch Stadium -- home turf to two Arizona League teams and spring break host to the Los Angeles Dodgers and Chicago White Sox -- sits amid 141 acres with 5,000 plants and trees that invite flying pests of every kind. Add to that a fully-stocked lake to attract pests that like standing water and frequent dust storms and its clear why the powerful Mars air curtain units were on demand across the expanse of every concession stand. With the installation of a bundle of Mars units, including those at the main kitchen receiving doors and the large stretch of opening at the White Sox training kitchen, the result is an effective embargo on flying pests, bad air, and dust in the food at this important facility that shares baseball love. Now 118,000+ sq ft of clubhouse space, 13 full baseball fields, three half-fields, and the up to 13,000 daily guests enjoy a shield of protection from unpredictable Arizona desert haboob dust storms and uninvited pests.



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