

## **Hill PHOENIX Historical Timeline (updated August, 2011)**

- 1887 – C.V. Hill, a New Jersey grocer is dissatisfied with the coolers currently available both with regard to price and performance. Because he dislikes lifting out the heavy butter and lard tubs stored in the coolers he invents a butter slide that comes out automatically when the cooler door is opened. A neighboring grocer heard about the unit and when he saw it he bought it on the spot. Mr. Hill sold another cooler and then decided to go into the cooler manufacturing business. He calls the new business C. V. Hill Refrigerator Works.
- 1889 – Mr. Hill establishes his first factory to produce coolers for C.V. Hill Refrigerator Works.
- 1890 – Mr. Hill invents the first baffle and bunker system for ice-refrigerated coolers.
- 1896 – C.V. Hill Refrigerator Works moves to a larger building located in Trenton, NJ. In addition to the coolers he produces Mr. Hill starts to develop concepts for refrigerated showcases.
- 1905 – The first Hill Refrigerated Showcase for dairy products is introduced.
- 1909 – Utilizing the growing availability of the electric motor and ammonia as the refrigerant develops a showcase that displays fresh meat. Hill Refrigeration Company is born.
- 1920 – During the early 1920's Hill introduces the first "top display" cases which allow customers to view the merchandise inside.
- 1927 – Hill introduces the first all metal display case.
- 1928 – Hill develops the first display cases capable of holding frozen food and ice cream. Swift and Company uses the Hill cases in their laboratory as they work to develop frozen foods.
- 1929 – Hill installs the first frozen food case in a retail store.
- 1930 – Clarence Birdseye recommends the use of the Hill "2000" model frozen food case to display the new Birdseye "frosted foods" then being introduced in the marketplace.
- 1932 – C.V. Hill retires and turns the company over to his sons, C.V. Hill Jr., and J.S. Hill.
- 1932 – Hill introduces the first porcelain-clad display cases.
- 1934 – Hill introduces the first service deli cases with mezzanine shelving and storage in the bottom area.
- 1934 – Hill publishes first edition of Hardcover book entitled "Modern Food Merchandising".
- 1936 – Hill introduces "add-a-unit" feature to display cases allowing cases to be joined together to make lineups.
- 1945 – Hill introduces the first three-deck open dairy case.

- 1953 – Hill becomes the first manufacturer to offer the option to add color to display cases. “Color Blend” transforms an industry that previously only offered white.
- 1967 – Hill introduces Vista Line of medium temp cases with expanded Color Blend® colors and sleek streamlined styling.
- 1977 – Grant Brown starts new refrigeration systems business in Georgia called Engineered Supermarket Products.
- 1977 – ESP introduces the first uneven parallel refrigeration system.
- 1980 – Grant Brown sells ESP and starts up Engineered Refrigeration Systems.
- 1980 – Hill starts new service training program called Hill AWARE, a program that became an acclaimed success throughout the industry.
- 1981 – Hill introduces the first U.S. manufactured curved glass service deli case.
- 1983 – Hill introduces ParaTemp®, the industry’s first outdoor parallel distributed refrigeration system.
- 1985 – Grant Brown sells ERS to Margaux, Inc.
- 1988 – Grant Brown re-enters the refrigeration systems market with a new company named Phoenix Refrigeration Systems.
- 1990 – Hill introduces the ORIGIN® line of display cases; a bold departure in case styling.
- 1990 - Hill introduces WeatherPac® distributed outdoor refrigeration systems.
- 1993 – Dover Corporation acquires Phoenix Refrigeration Systems.
- 1994 – Phoenix Refrigeration Systems acquires Hill Refrigeration to form Hill PHOENIX®.
- 1995 – Hill PHOENIX acquires Margaux Refrigeration.
- 1995 – Display case operations move to new factory in Colonial Heights, Virginia.
- 1995 – Hill PHOENIX introduces ORIGIN2® display cases.
- 1995 – Hill PHOENIX introduces Phill, the first commercially available secondary coolant refrigeration system prototype.
- 1996 – Hill PHOENIX introduces 2Cool™ secondary coolant refrigeration systems.
- 1997 – EDS (Electrical Distribution Systems) merged back into Hill PHOENIX.
- 1999 – Hill PHOENIX re-enters the Walk In Cooler business.
- 2002 – Hill PHOENIX expands secondary coolant refrigeration system focus with introduction of Second Nature® Technology.

- 2002 – Hill PHOENIX introduces patented Coolgenix® service case technology.
- 2003 – Hill PHOENIX introduces the industry’s first six-door, refrigerated display case at the Food Marketing Institute FMI Show.
- 2004 – Hill PHOENIX introduces the industry’s first true 5-deck rear load fresh meat display case and a companion front load model (O5MR/O5M).
- 2005 – Hill PHOENIX management commissions team to develop educational programs for sales, service, dealers, customers and contractors.
- 2006 – Hill PHOENIX launches the Hill PHOENIX Learning Center.
- 2006 – Refrigeration Systems Division introduces InviroPac™ distributed systems.
- 2006 – Hill PHOENIX Refrigeration Systems Division installs first test sites utilizing CO<sub>2</sub> as a secondary fluid at a Food Lion store in Dinwiddie, Virginia and a Sam’s Club in Savannah, Georgia.
- 2007 – Hill PHOENIX begins field testing of SmartValve™ patented superheat management system.
- 2007 – Hill PHOENIX introduces Climate Keeper™ providing an advanced approach to in-store, environmental control that significantly improves upon these less successful methods.
- 2007 – Hill PHOENIX becomes the first refrigeration equipment manufacturer to join the EPA’s GreenChill Advanced Refrigeration Partnership.
- 2007 – Hill PHOENIX releases the industry’s first Sustainability Report from a refrigeration manufacturer.
- 2008 – Hill PHOENIX installs the first test site utilizing Second Nature CO<sub>2</sub> Cascade Refrigeration technology at Price Chopper location in New York.
- 2008 – Hill PHOENIX installs the first full store test site utilizing Second Nature medium temp system utilizing Propylene Glycol and low temperature system utilizing CO<sub>2</sub> as a secondary coolant.
- 2009 – Hill PHOENIX receives an Ozone Layer Protection Award in the corporate/government category from the U.S. EPA.
- 2009 – Hill PHOENIX receives the 2008-2009 GreenChill Advanced Refrigeration Partnership “Distinguished Partner Award” from the U.S. EPA.
- 2009 – Hill PHOENIX acquires select assets of Tyler Refrigeration Corporation.
- 2009 – Hill PHOENIX acquires Barker Company creating Barker Specialty Products by Hill PHOENIX.
- 2009 – Hill PHOENIX introduces Clearvoyant® LED Systems; LED lighting specifically designed for display cases.
- 2009 – Hill PHOENIX becomes the first manufacturer to receive SNAP approval from the U.S. EPA to use CO<sub>2</sub> as a replacement for HCFCs in retail refrigeration

- 2010 – Hill PHOENIX launches Synerg-E™ Technology; the most energy efficient display case refrigeration technology available.
- 2010 – Hill PHOENIX expands Second Nature CO<sub>2</sub> technology offering announcing the availability of its industry-leading Second Nature Low Temperature Direct Expansion Cascade system.
- 2010 – The Champion Valley Vermont Chapter of ASHRAE presents Hill PHOENIX with its first Research Promotion Award, recognizing the Hill PHOENIX Learning Center for its leadership and commitment to training for the commercial refrigeration/supermarket industries.
- 2011 – Hill PHOENIX helps Sprouts Farmers Market become the third U. S. retailer to achieve Platinum GreenChill status with the installation of the new Hill PHOENIX Second Nature CO<sub>2</sub> Cascade System for both low and medium temperature applications. All three Platinum Certified GreenChill stores are Hill PHOENIX designs.