

Hussmann XtraLife Tim Anderson and Ken Nguyen

Background:

Hussmann is a manufacturer of refrigerated merchandisers for the grocery industry. Customer demand for increased efficiency and reduced waste (some studies suggest nearly 50% of food is disposed of as waste, including meat that is no longer saleable).

Tim Anderson and Ken Nguyen were part of a Hussmann team that developed the XtraLife merchandiser. By examining airflow, heat transfer, and other design parameters, they were able to develop a merchandiser that reduces spoilage by providing lower, more uniform temperatures. In addition, the XtraLife units consumer 18-37% less energy; the combination of these factors provides significant savings to grocery retailers.

At UDM, this case study is intended for integration into a heat transfer class.

More information on Hussmann can be found at www.hussmann.com.

Outline:

1. Technical Discussion
 - a. Meet The Intrapreneurs..... 2:00
 - b. Hussmann Background 0:48
 - c. Voice of the Customer..... 0:40
 - d. Concept Development..... 4:25
 - e. Concurrent Engineering..... 0:51
 - f. Market Focus..... 0:42
 - g. Design Considerations..... 1:28
2. Business Discussion
 - a. Inventive Process..... 1:28
 - b. Intellectual Property..... 0:58
 - c. Measuring Success..... 1:17
 - d. Reflecting on Academics 2:00
 - e. Choosing an Employer..... 1:06
 - f. Educating the Customer..... 1:20
 - g. Traits of Innovative Engineers..... 3:23
 - h. Benefits of New Design 1:20
 - i. Advice for Students..... 1:07