



C A M E L B A C K R A N C H

GLENDALE

Balls Keep Flying, Pests Get Grounded

CHALLENGE

Consider the setting...beyond the cache of hosting the Los Angeles Dodgers and Chicago White Sox during annual spring training, Camelback Ranch Stadium is home turf to two Arizona League teams on 141 acres with 5,000 plants and trees that create an inviting backdrop for flying pests of every kind. Moreover, a fully-stocked lake between the two team's facilities attracts pests that enjoy standing water to come and sit for a spell. Camelback Ranch also rests in an area where dust storms with 40 mph wind gusts can blanket the ballpark in a matter of seconds, producing walls of red dust a mile high. Pollution levels skyrocket during these events and drive citizens to emergency rooms trying to expel the particulates from lungs and airways. These occurrences are also known to be behind the fungal pneumonia locally known as Valley Fever.

Inside the stadium, while some might lament USA Today Sport's declaration we live in the golden age of ostentatious stadium snacks, there is no denying that baseball and eating are a time-honored pair. Camelback Ranch delivers on that assertion with bacon on a stick, 18 inch pizza slices and all-you-can-eat seats. With over 118,000 sq ft of clubhouse space, 13 full baseball fields, three half-fields, and capacity for 13,000 people, there is a circulating mix of people, food, pests, and conditions that demand a response.

THE SOLUTION

Mars to the rescue to put the effects of the Arizona desert dust storms and flying pests down. With the installation of the powerful Mars air curtain units across the expanse of every concession stand in Camelback Ranch Stadium, including the main kitchen receiving doors and the large opening at the White Sox training kitchen, the result is an effective embargo on flying pests, bad air, and dust. With the use of the Mars comprehensive approach to control unruly air issues, facility managers and guests are assured that their food prep (be it ostentatious or healthful), and unpredictable climatic conditions will consistently surrender to the power of the Mars air curtain and their shield of protection.



atmosphere is everything

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FLIES ALONE ARE PROVEN CARRIERS OF MORE THAN 100 INFECTIOUS AGENTS FOR HUMANS.



PRODUCING NON-TRADITIONAL SOLUTIONS

To make sure frozen food keeps its sensory and nutritional quality, as well as maintain food safety standards, temperature requirements have been set for every stage of the cold storage chain. No less a consideration is the hit to food storage life when products are exposed to temperature fluctuations. In challenging environments, the mere act of moving food from a transport truck to a freezer can raise the temperature of the food significantly and tax a cooling system as it struggles to return to the thermostat set point. The Mena House Hotel in heat-steeped Cairo, Egypt has welcomed dignitaries such as Winston Churchill, Queen Mary and Richard Nixon as well as average summer temperatures of 94°F to 104°F. With a bank of 20 foot by 20 foot freezers that needed repeated stocking to feed hotel guests, a solution of significance was on demand to unburden the freezer compressors, protect the food from heating up and give some relief to rising energy costs. Using a series of 42-inch custom-engineered models, the Mars Air Systems engineering team was able to create a wall of cold air sufficient enough to consistently halt the incursion of heat and dust. The air curtains eliminated temperature fluctuations, cut out the stress on the equipment trying to re-cool and helped reduce burgeoning energy costs.



WHEN A SOLUTION WORKS THIS WELL...ADD ANOTHER

Sometimes the challenge is less a problem and more an opportunity to repeat what already works well. When Camp Ronald McDonald for Good Times in Southern California unveils a new dining hall in 2015 that will significantly enhance the camp experience for youth struggling with cancer and their families, two donated Mars Air Systems air curtains will stand guard over their foodservice delivery doors. For the staff, finding a solution meant having to look no further than skyward in the existing dining hall because a circa-1989 Mars air curtain is still hard at work in the retiring dining center. The 26-year old unit continues to create the wall of air needed to dispel dirt, dust and insects and repel exterior air. Happy to be able to keep the still-operating air curtain in place as the outmoded facility transitions to a culinary teaching center, the staff reached out to Mars for two additional workhorses. The Mars contribution joins with built-environment leaders such as HunterDouglas and Dupont™ Corian® to breathe life into the new 14,000 square foot complex so guests can recreate the family dining table while at camp.



TOP CHAINS ORDER UP PEAK PERFORMERS

While a Health Department code may prescribe air curtains to create cleaner, pest-free food prep areas, the real mandate comes from patrons. Creating a pest-free space with evenly distributed conditioned air does more than give guests the impression of clean, it's actually a building block to designing a truly hygienic venue. Food poisoning is directly linked to flies who carry pathogenic organisms that cause E. coli, salmonella and shingles and introduce other bacteria. Working hand in hand with the sanitation protocols you already have, Mars Air Systems' air curtains above entry doors, pass through windows and back receiving doors becomes a silent sentry that seizes control to keep the uninvited out. And, we've been doing that for over 50 years for iconic hospitality brands such as Panda Express, In-N-Out Burger, Taco Bell, Subway, Olive Garden and growing up-and-comers like Smashburger and Five Guys Burgers. Whether it's the need for a recessed unit that blends seamlessly in a well-defined décor vision, or defense against brutal weather conditions -- both hot and cold -- or the need for food storage areas to be vigorously defended Mars products have been the solution of choice for the most demanding operators world-wide.



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.



READY FOR IMMEDIATE SHIPMENT

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