



# Robinson/Kirshbaum Industries, Inc.

## Custom Beverage Technologies

### **Remote dispensing systems are profitable sales and marketing tools.**

On the one hand, the Soda industry perspective is that innovative technology is their life blood - so the use of remote dispensing systems offers them more beverage variety in more places for their customers, while increasing beverage profitability at all marketing levels is beneficial. On the other hand, the Beer industry says that draught beer systems are responsible for building and maintaining brand equity, generating greater profits, and there good for the environment since they conserve energy and eliminate waste - since the container is returned and reused. Both these two highly competitive industries have used remote beverage systems technology in unique and complete ways in creating a literal marketing juggernaut that develops and maintains consumer brand awareness while generating profitable sales. So now RKI, Inc. has given the Milk industry remote system capability, with more unique advantages.

### **Over fifty years of proven remote system technological advantages.**

Refrigerated Remote System popularity is due to a long history of use and the advantages offered by their design. They utilize a glycol liquid that circulates from a refrigerated source through separate lines that run along side beverage lines within an insulated jacket, then internally throughout the dispensers, and back again to the source while maintaining a constant beverage product temperature within the systems beverage lines to the dispensing faucets. Closed remote systems offer the advantages of beverage dispensing towers being located at considerable distances and at multiple locations from the beverage products refrigerated cooler source. Closed remote systems can be custom tailored to meet an individual accounts specific remote layout requirements. RKI, Inc. advanced the dispensing faucets chill factor (patented pending) so that milk and other milk related beverages along with all other types of beverages could be poured from these types of systems, colder and safe for consumption.

### **Facts about what refrigerated remote dispensing systems can do for your business.**

They are an exceptional on-premise marketing tool that focuses on your beverage products quality story while being capable of bringing customers in and bringing them back again capable of boost both direct and packaged sales profits. Refrigerated remote systems were designed to help people recognize your beverage products and brands in support of your national and regional advertising by giving you the ability to place your products wherever they need to be seen and tasted. Overall they use less space regarding system footprint and product storage, require minimal labor pertaining to product handling, operation, and maintenance, give the benefit of lowered waste impact, and did we mention they are designed to be easy to handle and profitable. For more information contact RKI, Inc. @ (see below)