

eating IN

spring 2011



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New Look, Same Great Products

This is a very exciting time for Palmer Hamilton. We are proud to reveal the new and improved palmerhamilton.com! The new user-friendly site guides you through our products and services and is packed full of tools showcasing the many ways Palmer Hamilton can help your Food Service Program.

NEW FEATURES

Intuitive Navigation. The many products and services we offer are now easier to find than ever before. Arranged into distinctive categories such as Mobile Bench Tables and Décor Packages, you can easily navigate between categories to find a selection of products to fit your cafeteria needs. In addition, we have included a “Recently Viewed” section in the left navigation column, making it simple to click back and forth between your favorite products.

Product Photos. Each page features a selection of large photos illustrating products in stored and in-use positions, custom logo tabletops, and in the cafeteria environment. You can also preview our latest installations in our installation gallery, also separated by category for quick viewing.

Tabbed Content. We packed more product information into each page with our new tabbed system. Simply click on the different tab to view the specific information you want to see. No more pop-up windows, all the information is right at your finger tips without reloading new pages.

Our commitment to quality, service and innovation not only drives our company, but is a key ingredient in making us successful in what we do. We have developed these new web features to better meet your needs and enhance your experience with us at palmerhamilton.com. We invite you to explore our vast product offering to see how Palmer Hamilton can truly revitalize your food service program.

VISIT PALMERHAMILTON.COM TODAY!

NAVIGATION



PHOTOS



TABS



Did You Know?

Palmer Hamilton's 60T Stool Table wins side-by-side product comparison.



The facts are quite clear — Palmer Hamilton's 60T Stool Table is of higher quality, safer and easier to use than other comparable tables on the market. Cutting-edge design and materials work together to create our most durable table to date. But don't simply take our word for it — take the side-by-side challenge!

The chart to the right lists standard features of our 60T Stool Table, along with blanks for you to compare a comparable table from two competitors. How will those other tables compare?

We encourage you to compare tables to realize the true value of these mobile tables. Schedule a product demonstration today with us, then with our competitors, and experience for yourself the true quality of a Palmer Hamilton mobile table.

60T FEATURES TO LOOK FOR

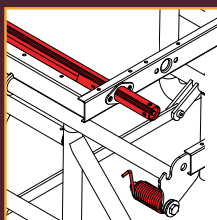
	PALMER HAMILTON product:60T	COMPETITOR #1 product:	COMPETITOR #2 product:
Compact Storage: 1 table	✓	_____	_____
Compact Storage: 3 tables nested	✓	_____	_____
DoubleGuard®	✓	_____	_____
Torsion Bar & Torsion Springs	✓	_____	_____
Center Legs	✓	_____	_____
End Leg Assemblies	✓	_____	_____
7' Door Clearance	✓	_____	_____
Center Latches	✓	_____	_____
25" Table Height Available	✓	_____	_____
Poly II Caster Wheels	✓	_____	_____
UL Listed	✓	_____	_____
EdgeGuard™	✓	_____	_____
Textured Powdercoat Finish	✓	_____	_____
Wilsonart® Laminates	✓	_____	_____
Custom Laminates	✓	_____	_____
Safety Stop	✓	_____	_____
Mounted Stools	✓	_____	_____
GREENGUARD®	✓	_____	_____
15-year Warranty	✓	_____	_____

Product Showcase: 59TV STOOL TABLE

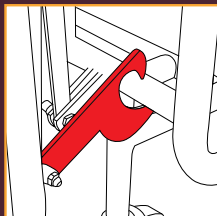
The 59TV Stool Table is one of the easiest lifting mobile tables on the market. Each stool table contains a storage latch to lock the table for moving or storage, allowing you to move this lunch table with ease anywhere in your building. Through the use of EdgeGuard™, the Powdercoat Finish and Center Legs, this cafeteria table will hold up to the rigors of today's school environment.



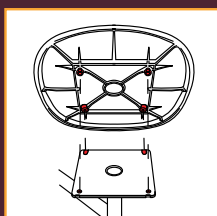
TORSION BARS & TORSION SPRINGS
Provide one of the easiest lifting tables on the market.



STORAGE LATCH
Storage latch keeps table secure while in the storage position.



SECURE STORAGE PLATES
Heavy gauge steel plates secure stools at four points.



CENTER LEG
Provides superior weight distribution in open position.



WHAT MAKES THE 59TV STOOL TABLE SO GREAT?

- ▶ **Safety** The 59TV Stool Table features a Storage Latch to secure the table in the storage position, providing additional safety. The Center Leg offers additional load-bearing capacity to hold up to the rigors of today's school environment.
- ▶ **Easy-to-use** The Torsion Bars and Torsion Springs work together to provide long-lasting lift assistance. This is one of the easiest lifting tables on the market. Additionally, the 59TV Stool Table clears standard 7' door frames, so it can be easily moved anywhere throughout your building.
- ▶ **Durability** The textured Powdercoat finish creates a harder finish on the 59TV Stool Table that is tougher and longer lasting than conventional paint. The use of Wilsonart® laminates provide advanced resistance to scratching, fading and staining. Our EdgeGuard™ treatment, standard on all Palmer Hamilton products, provides superior resistance to moisture, eliminates unsanitary food traps, and is extremely tamper resistant. The edges stay sealed, preventing edges from peeling and chipping.
- ▶ **Options** Palmer Hamilton offers you the choice of frame finishes, EdgeGuard™ colors, stool colors, and laminate colors and patterns. This enables you to coordinate with your facility's theme to achieve the desired effect.

**Call Today for Promotional Pricing
800.788.1028**

Branding Your Food Service Program



The Pizza Master



Dr. Smoothie Ph.D.



Professor Java & Co.



The Dean of Greens

Branding your Food Service Program is one of the easiest ways to transform the ordinary cafeteria into a restaurant-styled eating area. It brings a certain level of excitement and credibility, and has the proven ability to entice and sway students to buy into your food service program.

Palmer Hamilton's food court design group specializes in cafeteria environments. With our professional food court designers and staff, we provide the artistic skill, creativity and knowledge to create the concept while maximizing the functionality of your food service program. You can even brand certain food areas of your facility. For instance, showcase the location of the pizza with a custom Serving Line Graphic. Or display the food options for the upcoming week with a Menu Board. Together these features create an atmosphere that your students are familiar with and are more likely to continue using, boosting your food service revenue.

Today's students are mature, savvy consumers. If your food service program needs to:

- Improve the perception of quality
- Increase student participation
- Create excitement within the student body and staff

then it's time we meet to put a plan in motion that will increase participation, boosting your school's food service revenue. Call 800.788.1028 to set up an appointment or visit www.palmerhamilton.com to learn more.



We are committed to our environment by being environmentally friendly and continuing to investigate ways to save and protect our natural resources. We believe that big or small, every action that eliminates waste and safeguards the environment is significant. We are continually working with our suppliers, customers and business partners in developing sustainable practices and products that will benefit the environment.

We are committed to creating and providing products that advance environmental and human health, social responsibility and economic prosperity. At the same time, we want to further expand and share the science and practice of sustainability through collaboration with our customers, business partners, and environmental leaders.

In addition, we:

- Operate a zero discharge facility. No production fluids (oils, water, etc.) are dumped into sanitary sewer systems or any waterways.
- Recycle, re-purpose, or reuse all scrap metal, wood offcuts, and glues as fuel to power other projects.

- Proudly produce all of our products in the USA.
- Use the powder paint system, as it is considered non-hazardous and can be re-used in the paint booths to maximize paint efficiency.
- Send our scrap skids to a skid re-manufacturer for reuse and building of new skids. Our shipping skids are produced from this recycled material.
- Dispose of any hazardous materials through proper disposal methods.
- Use flammable waste from production for fuel to power projects.

In keeping with best industry practices, Palmer Hamilton has been awarded both the GREENGUARD Indoor Air Quality Certification® and the more stringent Children & Schools Certification™. All of our certified products will feature the GREENGUARD logo. This endorsement assures our customers that Palmer Hamilton is committed to maintaining the highest standards of indoor air quality.



About the GREENGUARD Environmental Institute (GEI)

GEI is an industry-independent, non-profit organization that oversees the GREENGUARD Certification Programs. As an ANSI Authorized Standards Developer, GEI establishes acceptable indoor air standards for indoor products, environments and buildings. Its mission is to improve public health and quality of life through programs that improve indoor air quality. GEI lists more than 150,000 GREENGUARD Certified products in its online product guide at www.greenguard.org.

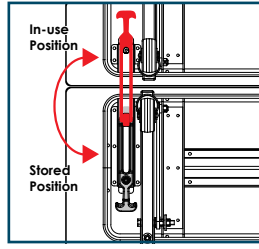
LATEST INNOVATIONS

Palmer Hamilton continues to be the industry leader in creating innovative cafeteria products that are engineered to exceed the market's needs in materials, workmanship and design. We would like to highlight our most recent innovations.

Product

34/35M Convertible Bench/Table Top Latch

Our most versatile table just got better! The all-new optional Top Latch securely connects two tables for cafeteria-style seating, ensuring the tables stay safely connected. Our latch is discreetly located under the tabletop, an industry exclusive. Keeping the latch out of the sight of students helps prevent tampering.



Summer Stock

Whether replacing a few tables, upgrading your facility or designing a new cafeteria, let Palmer Hamilton's summer stock be your first thought. Need tables with a quick turnaround time — call Palmer Hamilton today and speak with a customer service representative. Our summer stock inventory offers a variety of products to fit both your budget and cafeteria seating needs.

Note: Summer Stock is subject to availability.

Factory

On-time Shipping

As part of our commitment to superior customer service, we have created on-time shipping, ensuring your order is ready to ship when it is supposed to.

Biesse

We recently installed a new Biesse wood router with an automated material handling system. While our old routers were limited to speeds of 200 inches per minute, the new Biesse router increases that by 1,000 inches per minute! This high-quality machine improves our performance and enables us to serve our customers better.

From the factory to the front office, each dedicated employee works hard to provide you with the best products and customer service. Thanks for choosing Palmer Hamilton.



143 S Jackson Street, Suite 1
Elkhorn, WI 53121
800-788-1028
palmerhamilton.com

See You There

Find us at a trade show near you. To set up a personal appointment prior or after the show call us at 800.788.1028

SHOW	ORGANIZATION	DATE	LOCATION
SBW	Spring Budget Workshop	4/6-4/8	Albuquerque, NM
NACAS-West	National Assoc. of College Auxiliary Services-West	6/5-6/7	Vancouver, Canada
OH-SNA	Ohio School Nutrition Association	6/15-6/17	Columbus, OH
TASN	Texas Association for School Nutrition	6/19-6/22	Fort Worth, TX
WI-SNA	Wisconsin School Nutrition Association	6/19-6/22	Green Bay, WI
IA-SNA	School Nutrition Association of Iowa	6/27-6/28	Council Bluffs, IA
KY-SNA	Kentucky School Nutrition Association	6/20-6/22	Covington, KY
SNA	School Nutrition Association (National)	7/10-7/13	Nashville, TN
WA-SNA	Washington School Nutrition Association	7/25-7/27	Vancouver, WA
MN-SNA	Minnesota School Nutrition Association	7/31-8/3	St. Cloud, MN

NEW TO THE TEAM

We are honored to introduce our newest team members here at Palmer Hamilton. All of them bring a wealth of knowledge and experience and we are excited to work with them to make Palmer Hamilton even better.



Merry Stier joined the Palmer Hamilton Team on January 3 as Administrative Assistant/Customer Service Representative. Merry comes to us with a unique combination of administration, accounting and customer service background experience.



Leah Tharp joined our Food Court Design Team on February 7. She is a recent graduate of Purdue and has utilized and honed her skills over the past four years directing her attention to interior design. She brings with her skills in color rendering, 3D design experience, space management, specifications of space management with finishes and materials, and interior/exterior perspective drawings.



Ron Modrzynski joined our Team as Director of Operations, January 10 bringing with him 15 years of proven Plant Management experience in industrial/manufacturing environments. He is versed in problem solving, lean manufacturing principles, safety management and sales. Achievements include turning Newman Technology of South Carolina into a Honda "benchmark facility" and "Major Supplier of the Year" for Suzuki of America.



Daniel Beimal accepted the position of Warranty Service Specialist on April 4. Daniel comes to us with versatile background including experience as a Field Service Technician with a national warranty company and an educational background in Business Administration.