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FOR IMMEDIATE RELEASE

Custom Becomes Standard at Perlick

MILWAUKEE, WI— Over the past ten years Perlick has issued over 8,000 quotations to customers who require a “non-standard” product. Requests vary from minor alterations to an existing product to completely new products that have never been produced. Of those 8,000 plus quotations, over 80 percent of those requests became orders. For many, the costs were high and the lead times were long. With the new flexible design of underbar stainless equipment as well as the state-of-the-art automation equipment in Perlick’s manufacturing facility, many “special” requests have become standard products with ten day lead times.

Recently there has been an influx of requests for custom beer dispensing heads. With all the microbrewery products available today, bars are requiring dispensing heads with multiple faucets to dispense a large variety of beers. Perlick has met their requests. They have expanded their offering to include dispensing heads with 10, 12, 14, and 16 faucets that have become routine across the line. Perlick has the capability to manufacture heads with 72 faucets (36 back to back), as well as dispensing heads using brewery piping that measured 135” in length.

Perlick Corporation is a leading manufacturer of innovative total package bar and beverage systems, including custom refrigeration equipment, custom underbar equipment, beer dispensing equipment and brewery fittings that optimize energy use, improve style and increase durability to help maximize the profitability of any beverage service operation. Perlick’s 300,000 square foot facility is located in Milwaukee, Wisconsin. To find out more, call 800-558-5592 or visit www.perlick.com.

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