

## Walk-In Freezer is 'Heart of the Business' at Norton's Meat Processing Facility



Norton's Custom Cuts is a well-renowned destination for hunters, butchers, and others seeking top-quality meat processing services in western New York. Given the continuous influx of meat that must be stored and preserved, having high-capacity, dependable freezer space is crucial to Norton's success.

As the torchbearer of his family legacy, Mike Norton proudly serves as the owner and operator of the business that bears his name. Representing the third generation to helm the company, his leadership has ushered in a series of transformative changes, including upgrading from upright freezers to a state-of-the-art Polar King walk-in unit.

As Norton's Custom Cuts expanded and flourished over the years, the need for freezer space grew in tandem. Looking back, Norton recalls the days when his business operated with only six upright freezers. At that time, capacity was severely limited. "I could process 14 deer at a time, at most," he says. "If there wasn't any freezer room, customers were turned away."



The seamless exterior of Polar King walk-ins keep a consistent internal temperature in any weather.

Determined to propel his business and unwilling to accept a plateau, Norton began the hunt for the perfect walk-in freezer unit. His vision was clear: he sought a plug-and-play solution that did not require extensive HVAC installations or other time-consuming processes to make it functional. "I just wanted an electrician to come in, set me up, and get my operations going again," he says.

Norton's freezer quest ended when he discovered Polar King ticked all the boxes on his wish list. Wasting no time, he enlisted the company for an 8' x 8' walk-in freezer unit and accepted delivery of it in April 2022. As Polar King promised, the installation was trouble-free, and Norton says he was thrilled to notice immediate improvements in his business.

Norton's Custom Cuts saw its freezer storage space increase by nearly 400% overnight. Customers who were once turned away could bring their meat in from farther locations, leave the kill overnight and return without another hunter being denied space for deer processing in the meantime.

"We processed 100 more deer this year compared to last year because of the capability we now have

to keep working," Norton says. "Previously, we were done at 14 and I had to shut off my operation because we didn't have enough freezer space. Now, I can store 48 deer. We have people come in to pick up and we just don't stop."

Norton also likes the fact that Polar King doesn't take a "one size fits all" approach. Units can be fully customized to meet specific humidity and temperature requirements of a user's operation. In Norton's case, they can adjust to the perfect settings for meat storage. The freezer size and configurations are also tailored to satisfy application requirements. To cater to the demands of meat processors like Norton, Polar King offers an overhead rail system, which plays a vital role in facilitating the hanging and mobility of meat products.

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Furthermore, the design of the Polar King units caters to easy cleaning for sanitary storage, like meat processing. Polar King refrigerators and freezers are constructed with a 100% seamless fiberglass design. The continuous surface keeps the insulated structure intact and keeps the environment free of moisture damage and bacteria formation. An operator can mop or power wash their unit without fear of damaging it. An anti-microbial finish on the walk-in's interior further ensures a sanitary and easy clean-up environment.

The hardworking team at Norton's reports that there have not been any hiccups or shutdowns with the Polar King unit. That's a great thing now that the meat processors can take on additional customers throughout the year.

With Norton's primary focus on deer, it can create a cyclical business, according to Norton. He says the additional cold storage has allowed Norton's Custom Cuts to process USDA-inspected beef, chicken, and pork in the offseason. He even processes meat from his own nearby ranch.

"As far as Polar King goes, it's the easiest and most user-friendly unit I've seen," Norton says. "It was just a plug-and-play. It's probably the heart of my business – and it's been a hell of an investment."

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 ~ Mike Norton, Norton's Custom Cuts



### ABOUT POLAR KING INTERNATIONAL

The introduction of the Polar King outdoor walk-in freezer into the food service industry was the result of three generations of walk-in refrigeration technology and experience. Polar King's fiberglass, one-piece walk-in cooler is the natural evolution of the walk-in cold storage industry from the conventional metal panel constructed unit. In early 1982, Polar King began operations by constructing and shipping walk-ins from a modest 12,000 sq. ft. facility in New Haven, Indiana. As demand grew for outdoor fiberglass commercial walk-in coolers and commercial walk-in freezers, production was moved to a 204,000 sq. ft. facility located in Fort Wayne, Indiana. For over 40 years, Polar King has provided thousands of walk-ins to single-unit operators, chain restaurants, schools, health care facilities, government agencies, and many other industries requiring dependable outdoor walk-in refrigeration.

For more information, visit [polarking.com](http://polarking.com) or contact Polar King at (866) 349-7190.

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