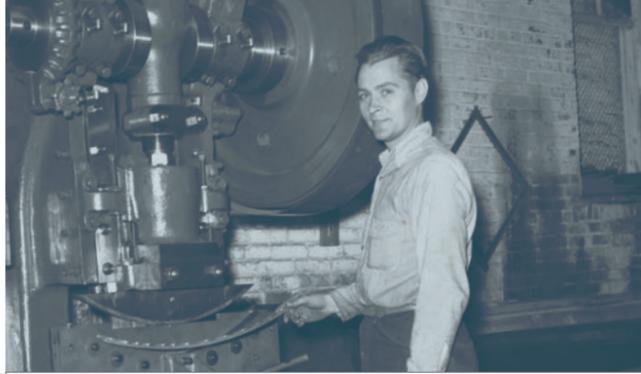


1940s  
1950s



1960s  
1970s



1980s  
1990s



ST. LOUIS, MO.  
The beginning



LENOX AVE. HOUSE, 1945



FRANK AND BOB TRULASKE AT OVERLAND PLANT, 1953

TRUE MANUFACTURING FOUNDERS



ROBERT TRULASKE



FRANK TRULASKE



ART TRULASKE

1945 In 1945, Bob Trulaske along with his father Frank, and later his brother Art, collaborate to develop a refrigeration company in their Lenox Avenue house in St. Louis, Missouri.

1946 Bob, Frank and Art manufacture their first product and the first of its kind, a 40 cu. ft. upright freezer. Meat rations may have contributed to the popularity of the freezer for those who needed to preserve sides of beef acquired from the country.



1947 In 1947, Bob, Frank and Art begin manufacturing Wrapped Rail Roll Top Bottle Coolers for beer and beverages in a multi-story warehouse on Pine Street in downtown St. Louis, Missouri.

1948 7UP® approves TRUE Roll Top Bottle Coolers.

1950 TRUE develops blower coil evaporator technology and Slant Lid Bottle Coolers. Royal Crown Cola® Company approves TRUE equipment.

1953 TRUE moves into a facility in Overland, Missouri. BEGINNING SQ. FT. = 20,000. (SQ. FT. TO CLOSING DATE ON 2009 = 62,000).

1954 International sales begin when coolers are sold in the Caribbean and Central America.

1957 Pepsi-Cola® Company approves TRUE equipment.



TRUE'S 1958

Roll Top Cooler



1961 The first version of the TRUE logo as it appears today was created.



1966



- TRUE introduces Flat Top Bottle Coolers, which are still being manufactured today.
- Coca-Cola® Company approves TRUE equipment.

1970 Bob Trulaske writes the company slogan:

TRUE, BEST OF THE COLD ONES

1971 Bob Trulaske's son Robert J. Trulaske Jr. joins the company.

1972 TRUE begins sales within the foodservice industry.

1972 TRUE builds new headquarters in O'Fallon, Missouri. BEGINNING SQ. FT. = 90,000



TRUE ADS '60S AND '70S

Modern coolers for a Modern age

1982



TRADITIONAL REACH-INS

1982



GLASS END MERCHANDISERS

1988



UNDERCOUNTERS, WORKTOPS & GLASS CHILLERS

1988



SANDWICH/SALAD FOOD PREP TABLES

1991



TS SERIES - ALL STAINLESS STEEL

1982 Bob Trulaske's son Steven L. Trulaske Sr. joins the company.

1988



True unveils new Sandwich/Salad Food Prep Tables that utilize revolutionary patented airflow and hood design

1992 Ground is broken for a production facility in Mexico, Missouri. BEGINNING SQ. FT. = 100,000. (SQ. FT. UP TO DATE = 400,000).

1994 True builds a production facility in Pacific, Missouri. BEGINNING SQ. FT. = 206,400. (SQ. FT. UP TO DATE = 406,650).

1997 TRUE launches: [WWW.TRUEMFG.COM](http://WWW.TRUEMFG.COM)

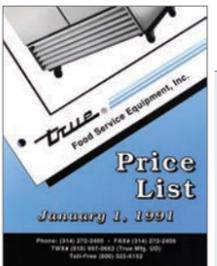
1998 The purchase of 638,000 sq. ft. of office/warehouse space in 1998 is the largest addition to date and included T-10, a 200,000 sq. ft. building that would become TRUE's headquarters in O'Fallon, Missouri.

1999 Continued growth in the international sales market leads TRUE to open a facility in England. BEGINNING SQ. FT. = 100,000

1957 The First GDM®



TRUE introduces the first of its Glass Door Merchandisers, ground-breaking for their state-of-the-art fan motor technology and revolutionary "triple-pane" glass design.



FIRST PRICE LIST TO INCLUDE EVERY TRUE MODEL, 1991

2000  
2012



2015  
2019

TRUE'S 3.27.2017  
HC UNITS

True's HC units already comply with DOE energy efficiency standards set to take effect March 2017.



2000  
2003 As part of the Spec Series® line TRUE launches both the all stainless TR Series, a new product line designed specifically for the institutional foodservice marketplace, and the TA/TG Series.

2002 The first Energy Star® (version 1.0) for Commercial Refrigerators and Freezers went into effect on September 1, 2001. True had four models qualified on 1/30/2002.

2004 TRUE introduces new technology to its manufacturing processes such as waterjets, multibend center and robotic arms. TRUE opens a facility in Bowling Green, Missouri. **BEGINNING SQ. FT. = 100,000. (SQ. FT. UP TO DATE = 400,000).**

2005 TRUE moves into the newly renovated office space known as T-10 in O'Fallon, Missouri. **BEGINNING SQ. FT. = 728,000. (SQ. FT. UP TO DATE = 1,863,819).**

2007 The University of Missouri (Columbia, Missouri), renames their College of Business in honor of Robert J. Trulaske Sr.

2007 TRUE begins testing for Hydrocarbon (HC) units.

2008 TRUE Residential® is officially introduced as True Professional Series®.

2010 TRUE embarks on a widespread collaboration to identify and eliminate waste throughout its manufacturing process.

2010 The first hydrocarbon units produced by True in the US were the GDM-19T(HC) CE in March 2010. These units were not for the US market, but in 230V/50 Hz for Europe.

2012 The first 115V hydrocarbon units produced by True in the US in April 2012 were the GDM-10-HC-LD.



TRUE'S HEADQUARTERS, T-10 O'FALLON, MISSOURI



THE UNIVERSITY OF MISSOURI ROBERT J. TRULASKE, SR. COLLEGE OF BUSINESS

True's First Hydrocarbon Models

2010



GDM-19T-HC

2012



GDM-10-HC-LD

A CELEBRATION OF LIFE



1918-2004 Robert J. Trulaske Sr.



1949-2008 Robert J. Trulaske Jr.



TRUE CELEBRATES OVER 70 YEARS OF CONTINUED SUCCESS WORLDWIDE

UK • GERMANY • EUROPE • AUSTRALIA • CANADA • MEXICO • CHILE • PERU

True's Global Presence continues to grow with operations spanning 4 continents, and shipments to over 110 countries on an annual basis.



TRUE DISPLAY MERCHANDISER, 2016

AWARDS

2016 TRUE is recognized by Atmosphere America as the "Innovator of the Year".

True is awarded 42 "Emerging Technology" awards for innovative refrigeration by ENERGY STAR®.

2017 **BEST IN 17 CLASS** As voted on by Dealers, Operators and Consultants.

2018 For two consecutive years, TRUE earns the ENERGY STAR® Award for "Excellence in Product Design".



2019 True Refrigeration Canada is awarded ENERGY STAR® Canada's "Manufacturer of the Year for Commercial Products".

2015 TRUE continues research and development, and production reaches over 20,000 hydrocarbon units.

2016 TRUE introduces its new generation of curved glass display cases, the True Display Merchandiser (TDM), and its new and improved True Milk Cooler (TMC).

2016 TRUE Europe opens its new spare parts facility to support customers throughout the EU.

2016 True incorporates a state-of-the-art powder coating facility into its operations, giving customers the option of custom colors and finishes.

2017 True's Residential offering expands with the introduction of the 30 inch column refrigerators and freezers, including the 30 inch dual zone wine column.

2018 True continues to grow with the addition of T-19, a 200,00 square foot centralized distribution center.



2018 True's product offering grows even larger with the introduction of FLM and TVM glass door merchandisers. TGM's, True's fixed curved glass display cases, hit the market to complement existing TDM curved glass display cases.

2019 True introduces its -SPEC3 option for Undercounters, Worktops, & Prep Tables. True releases its new and improved angled top pizza prep table, the TPP-AT.

2019 True releases the redesigned back bar line, the TBR's and TDR's.

2019 **natural refrigerant.**

True is committed to protecting our environment through clean technologies, and replacing harmful substances with Eco-friendly alternatives. As an industry leader, we began development of hydrocarbon refrigeration systems in 2006.

True's use of HC systems provides the most reliable, energy-efficient commercial refrigeration the world has ever known. With over 1 Million True Hydrocarbon Products throughout the World, our impact is equal to:



Removing 450,000 cars from the road



Preserving 2,480,000 acres of U.S. forests



Providing electricity for 320,000 U.S. homes



Over 70 Years of Excellence



RD • 6/19 • 11/07/6