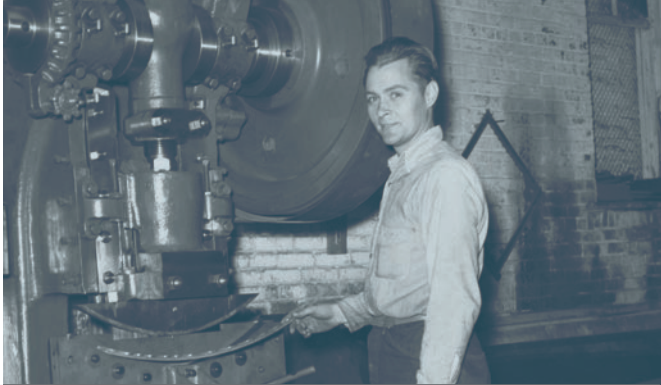


1940s
1950s



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

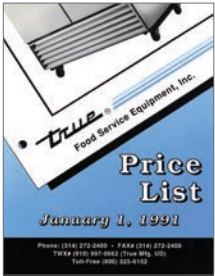
1992 Ground is broken for a production facility in Mexico, Missouri. **BEGINNING SQ. FT. = 100,000.**
(SQ. FT. UP TO DATE = 400,000).

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

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**



FIRST PRICE LIST
TO INCLUDE EVERY
TRUE MODEL, 1991

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.

2000
2012



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.

2015
2019



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".



TRUE'S 3.27.2017
HC UNITS

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

- 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



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

RD 6/19 • TM076



Over 70 Years of Excellence



True
REFRIGERATION