



Badger State Fruit Processing

Atlas ThermalStar® Excels Above and Below Grade

Family-owned Badger State Fruit Processing is the largest independent supplier of cranberry products in the United States. The group is composed of cranberry growers, processors, warehouses, and transporters. In their state-of-the-art sweetened dried cranberry facility in Pittsville, WI, Badger State Fruit processes more than 100 million pounds of finished product annually.

Critical to the company's success is the cold storage performance and freezing capacity in which the cranberries are processed and stored. To offer high-quality cranberry juice and frozen or dried cranberry products to leading brands like Ocean Spray®, Badger Fruit requires large freezer warehousing facilities equipped with high-performance thermal barriers.



The Challenge

Finding the most versatile thermal insulation

Badger State and their affiliate, Gardner Cold Storage, thoroughly researched the market for the best thermal barriers available. The product had to work effectively both below grade and on the roof of the new freezer warehouse. Mark Konrardy, project owner and Facilities and Quality Manager with Gardner Cold Storage, said there was simply no other option comparable to Atlas ThermalStar® Rigid Insulation.

“We looked at all kinds of insulation for the foundation, but we selected ThermalStar® Below Grade Insulation board for its outstanding capability as a vital component for the cold storage building's envelope,” said Mark. “The product is ideal to achieve energy efficiency while minimizing long-term moisture retention. The below grade performance was also a big plus for us. With up to 20% of a building's total heat loss occurring at the perimeter and slab of the foundation, a top quality below grade insulation was an absolute must for a project like this.”

ThermalStar® Below Grade Insulation was the perfect choice for the building assembly. It is designed to provide stable, long-term R-value, minimal long-term moisture retention, and handle high load-bearing with compression strengths up to 60 psi.

