

Asbury Worldwide Launches Mercator™ and Merlin™, Expanding High-Value Equipment Solutions for Industry Partners

Mercator and Merlin offer dealers, distributors and buying groups competitive pricing, high-quality products and new opportunities for growth.

WESTON, FL, UNITED STATES, August 21, 2026 /EINPresswire.com/ -- [Asbury Worldwide](https://www.asburyworldwide.com/), a global house of brands focused on delivering dependable, high-value equipment solutions, today announced the official launch of two new brands: [Mercator™](#), serving the commercial foodservice equipment industry, and [Merlin™](#), offering premium appliances for health-conscious consumers and modern kitchens.

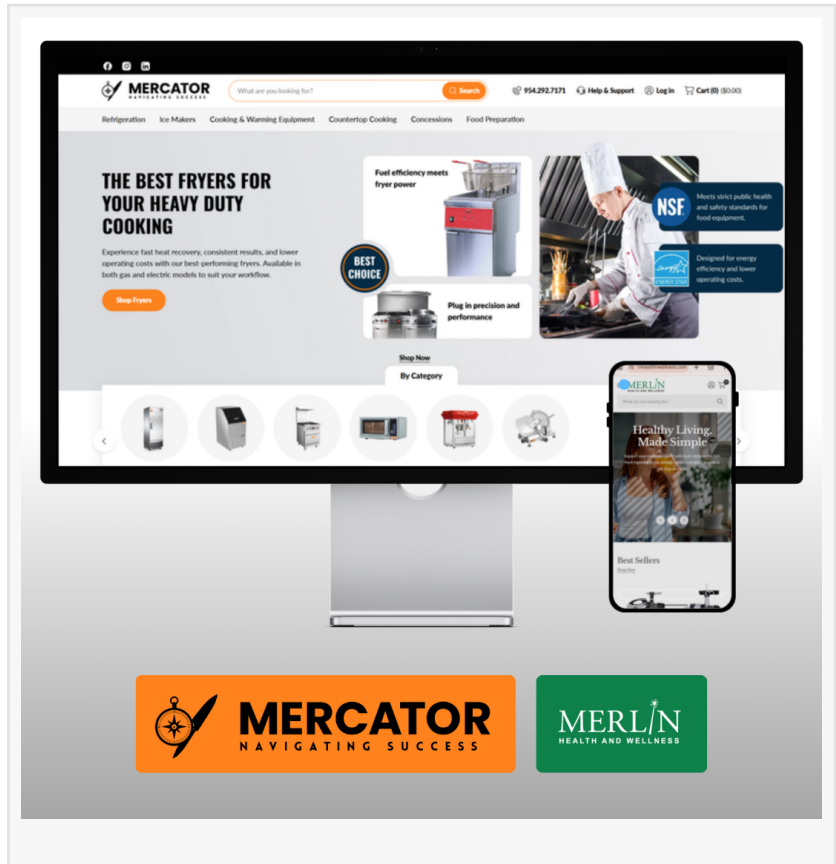
Backed by decades of global manufacturing expertise, Asbury Worldwide is bringing thoughtfully engineered products to market at competitive price points, creating new opportunities for dealers, distributors and buying group partners.

“Mercator and Merlin represent the next chapter in our commitment to delivering exceptional value to our customers,” said Neal Asbury, CEO of Asbury Worldwide.

“Our goal is to create brands that help our partners compete and grow,” said Teresa Asbury, President of Asbury Worldwide. “We listen closely to the market, identify where customers need better options and develop products that deliver the right combination of quality, performance and value.”

Mercator™: Built for the Demands of Commercial Kitchens

Mercator enters the market with a comprehensive lineup of commercial foodservice equipment,



including refrigeration, cooking equipment, ice machines, concession equipment and food preparation equipment.

Designed with operators, service agents, dealers and distributors in mind, Mercator products are engineered for durability, consistent performance and ease of use in demanding commercial kitchen environments.



Key advantages include:

- Competitive pricing designed to support dealer margins and buying group value
- Reliable, heavy-duty construction built for daily commercial use
- A broad product assortment across essential, high-demand commercial kitchen categories

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We've built these brands to meet evolving market needs—combining quality manufacturing with pricing that helps our partners stay competitive.”

Neal Asbury

Mercator is actively building relationships with dealers, distributors and buying groups seeking dependable equipment alternatives at competitive price points.

Merlin™: Expanding Opportunities in Consumer Kitchen Appliances

Merlin focuses on premium small appliances designed to support healthier lifestyles at home. With an emphasis on performance, simplicity and modern design, the brand

responds to consumer demand for high-quality wellness-focused kitchen products.

The initial Merlin lineup includes high-performance juicers and food dehydrators designed to support healthier lifestyles at home.

For industry partners, Merlin provides an opportunity to connect with growing consumer interest in health, wellness and performance-driven home appliances.

Creating Value for Industry Partners

Backed by a global manufacturing network and a commitment to quality assurance, Asbury Worldwide brings together engineering, sourcing and distribution expertise to deliver competitive equipment solutions across commercial and consumer markets.

The company's focus on quality, cost efficiency and market-driven product development allows Asbury Worldwide to support partners with equipment designed to meet customer expectations

while helping dealers and distributors maintain competitive positioning and protect profitability.

Asbury Worldwide is actively developing relationships with industry partners as the Mercator and Merlin product portfolios continue to grow.

Explore the Brands

Dealers, distributors, buying groups and other industry professionals are invited to learn more about Asbury Worldwide and its growing portfolio of brands:

- Mercator: mercatorfs.com
- Merlin: merlinhealthnwellness.com

About Asbury Worldwide

Asbury Worldwide is a global house of brands delivering dependable, high-value equipment solutions for commercial and consumer markets. With a focus on quality manufacturing, competitive pricing and customer-driven innovation, Asbury Worldwide is committed to supporting the success of its partners

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