



Press Release

CO₂ commercial refrigeration focused ATMOsphere network event attracts record crowd

Brussels 6 January 2014: shecco has organised its second successful ATMOsphere Tokyo network meeting event, bringing together over 50 retailers from leading Japanese supermarket brands such as AEON, Lawson, Co-op Sapporo, Co-op Kobe, Tokyu Store, Seiyu, Maruetsu, Summit Store, 7 Eleven Group, Fuji, and Yaoko. Organised on 27 November 2013, the second edition of the ATMOsphere 'network' Tokyo meetings was hosted by Marc Chasserot and Jan Dusek from shecco Japan.

“shecco Japan’s close cooperation with the New Supermarket Association of Japan and Panasonic ES attracted a large number of forward looking companies keen to understand the change coming to the Japanese market,” said Jan Dusek, Business Development Officer at shecco Japan.

Largest retailer in Asia shows strong support for R744 technologies

The second ATMOsphere network Tokyo provided AEON, a retail network of convenience stores, supermarkets, shopping centres and speciality stores, with a platform to highlight their CO₂ refrigeration success story. AEON first began introducing CO₂ commercial refrigeration technology at their Max Value supermarkets in 2009. Following a public commitment made in 2011 to use natural refrigerants in all newly built stores as from 2015, the retailing giant has since introduced R744 technology across a range of different sized shops, with many achieving energy savings of 20-30%.

One of AEON’s most recent CO₂ installations is in the new flagship AEON Mall store, opened in Tokyo (Makuhari Shintoshin) on 20 December. The largest scale store in AEON’s portfolio, with a total area of 128,000 m², features 20 systems and 144 showcases using CO₂ refrigeration (out of a total of 182 showcases). Expected energy savings have been calculated to be about 20% in comparison to available HFC systems.

World premier of Panasonic R744 video

In their presentation, ATMOsphere network sponsor Panasonic ES, took the opportunity to premier their brand new promotional video for R744. The Japanese version features an overview of the f-gas problem, introduces the complete line up of Panasonic CO₂ technology, including many pioneering technology developments resulting from 10 years of Panasonic R&D. The video also features the “voice of the customers”, who talk of their satisfaction and commitment to R744 technology. The English version of the video will be available in Q1 2014.

Japanese ministries promote low GWP equipment and products

Talking about how the Japanese Government intends to promote the use of low GWP equipment and products was Tomoaki Yasuda, from the Chemical Management Policy Division at the Ministry of Economy, Trade and Industry (METI). The rationale driving this policy is the need to address the projected rapid increase in HFC emissions (business as usual scenario -

doubling by 2020), the larger than expected refrigerant leakage rate and the low recovery rate of used refrigerants (around 30%).

Latest developments in natural refrigerant installations from around the world

shecco Managing Director, Marc Chasserot, presented a summary of natural refrigeration installations in Europe and North America, including several examples by leading retailers such as Supervalu, Delhaize, Sobeys, Ahold, Sainsbury's, Carrefour and Tesco. Chasserot also discussed the increasing number of HFC taxes and fiscal incentives being introduced. These include a fiscal incentive for natural refrigerants proposed by the Ministry of Environment of Japan, expected to be one of the major driving forces supporting the introduction of naturals to Japanese supermarkets in 2014, and a key opportunity for forward looking industry players.

About shecco

For more than a decade market development expert shecco has been active in helping bring climate friendly technologies faster to market. shecco supports over 100+ partners worldwide in two areas: the HVAC&R sector, where the focus is on sustainable refrigeration, heating & cooling technologies using natural refrigerants; and the transport sectors where an emphasis is put on electric vehicles (cars, heavy duty vehicle, scooters, bikes). shecco offers a variety of services, ranging from world-leading online industry platforms, to market research & consultancy services, events management, funding & grants support, and public affairs.

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