



Press release

From Anchorage to Acapulco - natural refrigerants sweep across North America

Atlanta, 18 June 2015: ATMOsphere America 2015 is moving South to Atlanta! The 4th annual conference will take place on 25th & 26th June 2015, gathering 300+ HVAC&R industry experts to discuss the latest developments in the field of natural refrigerants in North America. Supporting the event are Platinum Sponsor Hillphoenix and Gold Sponsors Emerson Climate Technologies, BITZER, Heatcraft Worldwide Refrigeration, Carnot, Hussmann and Mayekawa.

With more participants, presentations, sponsors and speakers than ever before, ATMOsphere America 2015 is poised to deliver its most exciting and comprehensive program ever. Representatives from leading supermarkets, cold storage, food service, fast moving goods brands (FMCGs), system & component manufacturers, as well as key government representatives will take the stage to talk about the latest natural refrigerant technology innovations, market trends and regulatory issues in North America.

Special features - aquarium, site visits & training sessions

An exciting highlight of this year's conference will be an exclusive networking reception, sponsored by Hillphoenix, at the world-famous Atlanta Aquarium on the evening of 25th June 2015. New features include optional site visits organized by Hillphoenix, BITZER and Hussmann on Wednesday, 24th June, the day before the conference, as well as a training session by Mayekawa on Saturday, 27 June, the day after the conference.

Can't miss market opportunities & industry updates

The conference kicks off with two of its highlights – the Market Opportunities Session and State of the Industry Session. In the first, Delhaize, McDonald's, the Electric Power Research Institute (EPRI) and others will talk about their future plans involving natural refrigerants, including their technology needs and the opportunities for natural refrigerant technologies across various applications.

The State of the Industry Session, sponsored by BITZER, will gather leading North American vendors to provide strategic and visionary presentations sharing their latest success stories, lessons learned, challenges and next steps with regards to natural refrigerant technologies. Speakers include Hillphoenix, Hussmann, Carnot, Heatcraft Worldwide Refrigeration, Mayekawa, BITZER and Emerson Climate Technologies.

Food service and light commercial industries are going natural

Hydrocarbons and CO₂ light commercial applications are becoming hot topics in the food service industry. Presentations from McDonald's, Starbucks and Red Bull will highlight the differing perspectives of a fast food chain, a beverage provider and a coffeehouse chain. The Light Commercial Panel will feature speakers from The Coca-Cola Company, SandenVendo, Sanden and ISA, who will discuss technology updates and the business case for using CO₂ in smaller light commercial units.

Shining the spotlight on green cooling in supermarkets

Commercial Refrigeration will be one of the big focus areas of ATMOsphere America 2015 with retailers such as Delhaize, Lowe's Markets, Whole Foods and Baltic Trail Engineering (representing Ahold) sharing their experiences of using different types of natural refrigerant technologies, as well as their future plans. Leading suppliers and technology pioneers will also share their latest natural refrigerant based projects and product innovations in commercial refrigeration technology case studies. Presentations will cover best practices, lessons learned, efficiency and cost analysis, as well as next steps.

Low charge ammonia steals the show

Low charge ammonia solutions are revolutionizing the industry, creating new opportunities within industrial applications, but also in commercial and HVAC sectors. Some of the pioneers in this field will present technology updates and discuss market forecasts. Panelists include the University of Illinois, NXTCOLD, Port Newark Refrigerated Warehouse, Los Angeles Cold Storage Company, Primus Builders, Southern California Edison, Evapco and Azane.

Training and Contractors Panel – new on the agenda

New sessions debuting at this year's conference include a Training Panel and a Contractors Panel. Speakers from the University of Illinois, BITZER, RSES, Stark State College, RETA and Hillphonex will share their knowledge in regard to natural refrigerant training the North American HVAC&R sector. In the Contractors Panel, panelists from Stellar, CIMCO Refrigeration and CTA Architects Engineers, will address challenges, opportunities and future trends for natural refrigerant technologies from the contractors point of view, covering topics such as awareness, training and pricing.

Policy updates covering North America & beyond

The Regulations & Standards Session, sponsored by Heatcraft Worldwide Refrigeration, gathers key government representatives and industry experts to discuss the latest regulatory issues and standards concerning natural refrigerants. Presenters include representatives from the U.S. Environmental Protection Agency (EPA), the U.S. Department of Energy (DOE), the California Air Resources Board, and Underwriters Laboratories (UL). Global natural refrigerant policy updates covering Europe, Asia and more will be covered by shecco.

Case studies covering a variety of applications

In addition to commercial refrigeration case studies, ATMOsphere America 2015 will feature several parallel technology case study sessions covering a range of applications

including industrial refrigeration, heat pumps, tubing & fittings, magnetic refrigeration and more.

Global Natural Refrigerants Label Workshop

Participants will have two chances to participate in an interactive workshop to discuss the business case for introducing a North America label for natural refrigerant technologies in the HVAC&R industry.

For more information on the conference program see:

<http://www.atmo.org/events.details.php?eventid=30>

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 the HVAC&R sector, where the focus is on sustainable refrigeration, heating & cooling technologies using natural refrigerants. shecco offers a variety of services in three areas: 1) media & publications, including online industry platforms and a catalogue of dedicated research reports; 2) market development, including market research, consultancy and public affairs services, as well as special international projects; and 3) events, including international conferences and national workshops.

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