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ACCELERATE

ADVANCING HVAC&R NATURALLY MAGAZINE

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COMMERCIAL AND INDUSTRIAL END USERS OF REFRIGERATION SUPPORT NATURAL REFRIGERANTS IN JULY-AUGUST ISSUE OF ACCELERATE AMERICA

Monthly magazine from shecco looks at how leading organizations use carbon dioxide, hydrocarbons, ammonia and other climate-friendly natural refrigerants in refrigeration, air-conditioning, and heating systems

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In this issue

– Food retailers, food service operators and industrial refrigeration users discuss how they are employing natural refrigerants to improve efficiency and the environment in the July-August issue of Accelerate America, which was published online this week.

Produced by shecco, the worldwide expert in natural refrigerant news, Accelerate America is the first monthly news magazine written for and about the most progressive business leaders working with climate-friendly natural refrigerants in the United States, Canada and Mexico.

Accelerate America is viewable online at no charge at <http://accelerate.shecco.com>. In addition, print editions of the magazine are distributed at major North American trade shows and to key players in, and served by, the HVAC (heating, ventilation, air-conditioning) and refrigeration industries.

In the July-August issue (No. 7), supermarket executives who participated in a panel discussion at shecco's ATMOSphere America 2015 conference, held in Atlanta in June,

provide insights into their progress with natural refrigerants. For example, Maine-based Hannaford Supermarkets Delhaize USA, for example, is close to making a transcritical refrigeration system, which uses only carbon dioxide (CO₂), its standard for new stores. Whole Foods Markets is testing several different natural refrigerants, including carbon dioxide, propane and ammonia. Texas-based Lowe's Markets is finding that small propane condensing units, sitting atop freezer cases, can be an efficient refrigeration agent for those cases. And Ahold USA is starting to test a transcritical CO₂-only system in a store in Virginia.

The July-August issue also has coverage of food service companies who participated at ATMOSphere America 2015, including Starbucks, McDonald's and Red Bull, all of which are using hydrocarbons to refrigerate stand-alone equipment and vending machines. Coca-Cola also talks about its CO₂-based beverage coolers. In addition, the issue reports on many other speakers at ATMOSphere America 2015, including OEM and component companies, as well

as cold-storage operators, and policy makers from the Environmental Protection Agency, Department of Energy, California Air Resources Board and Underwriters Laboratories.

The mission of the magazine is to advance adoption of natural refrigerants – such as carbon dioxide, ammonia, propane, isobutane, water and air – by informing readers about how they are being used in HVAC and refrigeration applications across industries in North America.

“Natural refrigerant-based technologies are disrupting the HVAC&R industry in North America,” said Marc Chasserot, publisher of Accelerate America and managing director, shecco. “Behind this wave of innovation are people with brilliant and creative ideas who are designing and using functioning technologies in brand new ways to meet exciting new business opportunities. These are the people, ideas and technologies we want to cover in Accelerate America.”

About shecco

For the last 15 years market accelerator shecco (www.shecco.com) 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, including online industry platforms, magazines 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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