



SUMMER 2016

# ACCELERATE

ADVANCING HVAC&R NATURALLY

EUROPE

PRESS RELEASE # 1

## CARREFOUR CROSSES CO<sub>2</sub> EQUATOR IN SUMMER EDITION OF ACCELERATE EUROPE

The first quarterly European magazine from shecco looks at how leading organisations are using carbon dioxide, hydrocarbons, ammonia and other climate-friendly natural refrigerants to improve and future-proof refrigeration, air-conditioning, and heating systems.

Brussels, Belgium - (7 June 2016) –

The third edition of shecco's quarterly Accelerate Europe magazine takes a look at how global retail giant Carrefour and major equipment manufacturers are turning to climate-friendly natural refrigerants like carbon dioxide, ammonia and hydrocarbons to improve and future-proof refrigeration, heating and air conditioning systems around Europe and beyond.

"With temperatures mounting and thoughts turning towards summer barbecues, innovators in the HVAC&R industry are also turning their attention to warmer climates – and demonstrating that natural refrigerants offer climate-friendly solutions for all weathers," said Accelerate Europe Editor Andrew Williams.

### Retail giant Carrefour blazing trail for natural refrigerants in warm climates

For this third edition, Accelerate Europe visits Paolo Martini, Refrigeration & HVAC Manager for International Support at the Carrefour Group, at his Brussels base to hear how the global retail giant is putting natural refrigerants at the heart of its strategy for achieving corporate environmental sustainability goals.

Martini describes how the Carrefour Group is eliminating HFCs entirely and replacing them with natural refrigerants – even in warmer climates.

Also in Issue 3: Read how manufacturers like CAREL and Advansor are developing new technologies capable of overcoming the so-called 'CO<sub>2</sub> equator' (the previously accepted geographical limit for cost-effective performance of CO<sub>2</sub> systems in all food retail store formats), potentially dramatically extending the scope to use CO<sub>2</sub> as a natural refrigerant across the spectrum: from smaller convenience stores to large supermarkets.

### Exciting new technologies on display at major European tradeshows

Hear about more new products for a range of CO<sub>2</sub> and hydrocarbon HVAC&R applications, direct from Milan at Mostra Convegno Expocomfort, Europe's largest comfort technology tradeshow. And read reporting from Seafood Expo Global on how the EU's F-Gas Regulation is widening the use of ammonia by the seafood industry for ice-making and freezing applications – at sea and on land alike.

What's more, read about the latest market and policy trends sweeping the HVAC&R sector with comprehensive reporting from the ATMOSphere Europe and ATMOSphere Australia conferences on natural refrigerants, held in Barcelona (April) and Melbourne (May) respectively.

Accelerate Europe is available for free online and in print at key tradeshows across the world. For more policy updates and market news, download it today!

Produced by shecco Media, the global experts in natural refrigerant news, Accelerate Europe is written for and about Europe's most progressive business leaders working with climate-friendly natural refrigerants, from milder northern European regions to its warmer southern climates.

"Accelerate Europe is the place to showcase the best that the natural refrigerant industry can offer, and to demonstrate to the world that our sector is part of the climate solution," Williams said.

### Growing portfolio of Accelerates

Launched in December 2015, Accelerate Europe is one of four shecco Media magazines dedicated to covering the natural refrigerant sector in a specific region of the world.

The fourth and newest edition to the Accelerate family, Accelerate Australia & New Zealand, was launched in May 2016. Accelerate Europe's debut followed the successful launches of the bimonthly Accelerate Japan earlier in 2015 and of the monthly Accelerate America magazine in 2014.

## About shecco

For the last 15 years market accelerator shecco has been active in helping bring climate friendly technologies faster to market. shecco supports over 150 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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