



NORTH AMERICAN EDITION #1, NOVEMBER 2014

# ACCELERATE

ADVANCING HVAC&R NATURALLY MAGAZINE

P R E S S   R E L E A S E

## SHECCO DEBUTS ITS NEW MONTHLY MAGAZINE ON NATURAL REFRIGERANTS - ACCELERATE AMERICA!

Published Date: November 5, 2014

shecco, the worldwide expert in natural refrigerant news, has launched Accelerate America, the first monthly news magazine written for and about the most progressive business leaders working with natural refrigerants. With an editorial focus on best practice and expertise, Accelerate America shines a spotlight on the people behind the transition to climate friendly heating, cooling and refrigeration solutions.

The mission of the new magazine is straight forward: to inform readers about the wave of innovation behind the adoption of natural refrigerants - such as carbon dioxide, ammonia, propane, isobutane and water in HVAC&R (heating, ventilation, air-conditioning and refrigeration) applications across industries in North America.

"We firmly believe that this new era of market competition between natural refrigerants and synthetic refrigerants will drive down costs, improve efficiencies, reduce energy consumption and have a reduced impact on the environment," said Marc Chasserot, publisher of Accelerate America and Managing Director, shecco.

Featuring exclusive interviews with end users and expert analysis, Accelerate America will draw attention to technology innovation but will also ask tough questions and discuss the challenges of natural refrigerant-based technologies.

"Using natural refrigerants in lieu of synthetic refrigerants that are potent greenhouse gases is not only an environmental win; it is also potentially a business win for end users like retailers, warehouses, truckers and corporations," said Michael Garry, North American Editor, Accelerate America.

"We hope that the insights into the business opportunities for natural working fluids will help to advance their adoption in North America, and ultimately help to tackle climate change." Janaina Topley Lira, International Editor

### "Will CO<sub>2</sub> refrigeration deliver?"

In its first issue, Accelerate America looks at the future of transcritical CO<sub>2</sub>-only refrigeration in the US. The Cover Story, "Will CO<sub>2</sub> refrigeration deliver?" is an exclusive interview with Harrison Horning from Hannaford Supermarkets, who reports encouraging results so far with the first CO<sub>2</sub>-only refrigeration system in the U.S. Accelerate America also talks to Food Lion, which is testing CO<sub>2</sub> systems that it hopes will stand the test of time, and Roundy's, whose pilot transcritical refrigeration system so far expends less energy than a comparable prototype system – and costs less to buy and install.

Also in this issue is an update from the FMI Energy & Store Development Conference on retailer experiences with CO<sub>2</sub> refrigeration, and news about several important alliances. The first is destined to impact the North American CO<sub>2</sub> refrigeration market; an alliance between Canadian transcritical refrigeration rack maker, Systems LMP, and manufacturer of refrigeration systems, Hussmann. The second is a partnership between the Obama Administration and several private companies on a voluntary agreement aimed at reducing HFC emissions.

Keilly Witman, owner of KW Refrigerant Management Strategy and former manager of the Environmental Protection Agency's Green-Chill Partnership, writes the Expert Opinion piece analyzing the proposal by the EPA's Significant New Alternatives Policy (SNAP) program to make it illegal to use certain HFC (hydrofluorocarbon) refrigerants.

An article on shecco's market research study for Carrier Commercial Refrigeration, which shows a huge 65% of large supermarkets from northern and western European countries now use natural refrigerants, asks what this means for North America.

### Free access online

Accelerate America is viewable online at <http://accelerate.shecco.com>. In addition, print editions of the magazine will be distributed at key North American trade fairs throughout 2015.

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### 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) business 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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