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ACCELERATE

ADVANCING HVAC&R NATURALLY MAGAZINE

P R E S S R E L E A S E

WHOLE FOODS REVEALS NATURAL REFRIGERANTS STRATEGY IN SECOND ISSUE OF SHECCO'S ACCELERATE AMERICA MAGAZINE

DANBURY, CT, USA (December 10, 2014)

Whole Foods Market provides an in-depth look at its natural-refrigerants strategy, including a tour of its HFC-free store in Brooklyn, N.Y., in the second 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 will be distributed at key North American trade shows.

In issue No. 2 (December 2014-January 2015), Whole Foods sustainability executives, including Kathy Loftus, Mike Ellinger and Tristram Coffin, explain how the natural and organic foods chain is testing refrigeration systems that use climate-friendly natural refrigerants like carbon dioxide and ammonia rather than synthetic options like hydrofluorocarbons (HFCs) that are potent climate warmers.

In addition, the second edition has articles on other end-users of natural refrigerants, including a Metro supermarket in Canada and an ice rink in Quebec, as well as news from the Chillventa trade show in Germany and analysis of the latest Montreal Protocol meeting and the U.S.-China climate announcement. And key vendors Systemes LMP and Micro Thermo discuss their embrace of natural-refrigerant systems.

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&R (heating, ventilation, air-conditioning 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 more than a decade Belgium-based market development expert shecco (www.shecco.com) has been 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.

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