



ACCELERATE

ADVANCING HVAC&R NATURALLY MAGAZINE

PRESS RELEASE # 3

GET OFF TO A FLYING START IN 2015 WITH ACCELERATE AMERICA, FEATURING EVERYTHING “NATURAL REFRIGERANT” AT THE 2015 AHR EXPO

January 15, 2015

The third edition of Accelerate America, features exclusive interviews with leading North American retailers Target and Sobeys on why they have committed to CO₂ refrigeration, as well as a brand new supplement – the first ever “Guide to Natural Refrigerants at the 2015 AHR Expo.” In over 40 pages of exclusive content in this Guide readers can find a product listing, a company directory, as well as hall maps and an events planner, detailing everything related to the use of CO₂, hydrocarbons, ammonia and water at the 2015 AHR Expo.

“The concept for this Guide to Natural Refrigerants at the 2015 AHR Expo is to connect forward-thinking customers to some of the most advanced companies displaying natural refrigerant technologies and services at the show,” said Marc Chasserot, publisher of Accelerate America and Managing Director, shecco.

The Guide, which is published together with Issue 3 of Accelerate America, will be freely available both online at accelerate.shecco.com and publications.shecco.com, as well as in-print at the 2015 AHR Expo Media Resource Center.

Major retailers Sobeys and Target committed to CO₂

Paul Anderson, Senior Group Manager, Engineering at Target and Sobeys’ Director of Engineering, Yves Hugron explain why both retailers have committed to CO₂ systems for new stores and major remodels, in issue 3 of shecco’s first monthly magazine dedicated to natural refrigerants, Accelerate America.

It was in 2014 that Anderson first revealed Target’s commitment to using a hybrid CO₂ cascade system at shecco’s ATMosphere America conference, making Target the first U.S. food retailer to publicly pledge to use a refrigeration system based in large part on an environmentally friendly CO₂. In the Accelerate America cover story “Why Target opted for CO₂ as its prototype,” Anderson talks in detail about Target’s journey to create more sustainable refrigeration.

Pioneering the use of transcritical refrigeration in Canada, Sobeys made CO₂-only technology its standard system for new stores and major renovations back in 2011. As Hugron explains: why continue to use synthetic refrigerants that offer no guarantees when another ‘future-proof’ technology using natural refrigerants was available?

Helping retailers to pioneer the use of natural refrigerants are components and system suppliers, such as Danfoss, Carnot and Hillphoenix, whose investment in natural refrigerant R&D, technology and training is also highlighted in issue 3.

Guide to Natural Refrigerants at the 2015 AHR Expo

With more than 80 companies using natural refrigerants, the 2015 AHR Expo, which takes place from January 26-28 at McCormick Place in Chicago, will feature the biggest showing of natural- refrigerant-related products ever at the AHR Expo.

For anyone interested specifically in natural refrigerants, shecco has created the "Guide to Natural Refrigerants at the 2015 AHR Expo," a user-friendly reference tool to help professionals plan their attendance. Compiling information on companies offering products and services for CO₂, ammonia, hydrocarbons and water as refrigerants, and highlighting natural refrigerant related events during the trade fair, the Guide features a range of content:

- » Detailed map of all company booths at the Expo
- » Map highlighting natural refrigerant product and service exhibitors
- » The latest natural refrigerant products
- » Exclusive interviews with industry leaders
- » Events calendar highlighting natural refrigerant seminars and presentations
- » Premium product directory showcasing product launches and state-of-the-art technology on display
- » Company overview and contact details of natural refrigerant-based companies not exhibiting but attending the show

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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