

ACCELERATE

ADVANCING HVAC&R NATURALLY M A G A Z I N E



PRESS RELEASE # 5

UNITED STATES COLD STORAGE'S INDUSTRY-CHANGING REFRIGERATION STRATEGY DETAILED IN APRIL ISSUE OF SHECCO'S ACCELERATE AMERICA MAGAZINE

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

DANBURY, CT., USA – April 22, 2015

United States Cold Storage provides an in-depth look into its pioneering ammonia-carbon dioxide refrigeration system in the April 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 the April issue (No. 5), US Cold Storage's Vice President of Engineering, Mike Lynch, explains why the company decided to defy established norms in industrial refrigeration and install an ammonia/carbon dioxide refrigeration system in 11

of its 35 refrigerated warehouses over the past decade. In addition, John Scherer of Los Angeles Cold Storage describes what motivated him to invent a low-charge-ammonia system for his company, which he is now bringing to the marketplace as NXCOLD. Another low-charge-ammonia provider, Derek Hamilton of Azane, reveals his company's market strategy. And Jeff Gingras of Systemes LMP talks about the hybrid natural-refrigerant solution he brought to the refrigerated warehouse operated by Canadian food producer Plaisirs Gastronomiques

The April issue also features an in-depth interview with Professor Pega Hrnjak of the University of Illinois, a leading expert on ammonia refrigeration. Also covered are three major trade shows, the IIR Conference and Exposition, the Seafood Expo and shecco's ATMOSphere Europe, as well an analysis of the regulations and standards impacting industrial refrigeration. And Joe Sanchez of compressor maker Bitzer U.S. discusses the company's all-of-the-above approach to ammonia refrigeration

The mission of Accelerate America 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.

Contact

Michael Garry
North American Editor
shecco America
michael.garry@shecco.com

Jana Topley Lira
International Editor
shecco Europe
jana.topleylira@shecco.com

Marc Chasserot
Publisher
shecco America
marc.chasserot@shecco.com