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ACCELERATE

ADVANCING HVAC&R NATURALLY

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SMALL NEW YORK GROCER DECICCO & SONS SHOWS NATURAL REFRIGERANT SYSTEMS ARE NOT JUST FOR THE BIG CHAINS IN OCTOBER ISSUE OF ACCELERATE AMERICA

Monthly magazine from shecco looks at how leading organizations use carbon dioxide, hydrocarbons, ammonia and other climate-friendly natural refrigerants to improve and future-proof refrigeration, air conditioning, and heating systems

New York, N.Y. – (October 26, 2015) –

DeCicco & Sons, a six-store grocery chain based in Pelham, N.Y., explains its decision to go where few independent grocers have gone by installing a transcritical refrigeration system in a new store in the October 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 are distributed at major North American trade shows and to key players in, and served by, the HVAC (heating, ventilation, air-conditioning) and refrigeration industries.

In the October issue (No. 9), DeCicco & Sons president John DeCicco, Jr., describes the motivations and strategy

behind his bold move to employ a refrigeration system that uses only carbon dioxide as a refrigerant. Driven by a desire to build an environmentally friendly store that consumes far less energy than a conventional supermarket, DeCicco believes that his return on his investment – in both dollars and intangibles – will justify the significant investment he made in advanced refrigeration, LED lighting and solar power, among other technologies.

The October issue also reports on Target's exploration of self-contained cooler cases that use small amounts of propane as a refrigerant; Lineage Logistics' decision to employ an ammonia/carbon dioxide refrigeration system for blast freezing; and Whole Foods Markets' participation in the Department of Energy's Better Buildings Alliance and Better Buildings Challenge. Other articles cover the Environmental Protection Agency's GreenChill program; the EPA's upcoming refrigerant regulations; vendor news from the Food Marketing Institute's Energy & Store Development Conference; natural refrigerant news from a recent White

House-hosted roundtable with the private sector; and profiles of compressor maker Sanden and heat exchanger software firm Optimized Thermal Systems.

The mission of the 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 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 the last 15 years market accelerator 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, including online industry platforms, magazines and a catalog 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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