



# ACCELERATE

ADVANCING HVAC&amp;R NATURALLY

AMERICA

PRESS RELEASE # 1

## GROWING DEMAND FOR HYDROCARBON REFRIGERANTS IN RESPONSE TO REGULATIONS IS HIGHLIGHTED IN FEBRUARY 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. – (February 17, 2016) –

With the Department of Energy and the Environmental Protection Agency set to impose new regulations on the refrigeration and air conditioning systems over the next four years, the foodservice industry is ramping up demand for natural refrigerant systems – particularly those with hydrocarbons – that cut energy use and global warming impact, according to the February 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://www.acceleratenam.com>. In addition, print copies are distributed at major North American trade shows serving the HVAC (heating, ventilation, air-conditioning) and refrigeration industries, and mailed to key end users in the food retail, foodservice, cold storage and food processing sectors.

The February issue (volume 2, No. 12) charts the dramatic growth of hydrocarbon refrigeration in the foodservice industry over the past two years, propelled by major brands like Red Bull, Unilever and McDonald's, as well as by trade groups like the Consumer Goods Forum and Refrigerants, Naturally! Readers will learn how major equipment suppliers like True Manufacturing and component makers like Embraco, Tecumseh and Danfoss have responded to the trend with new products designed for hydrocarbons like propane and isobutane – and how U.K. supplier Carter Retail Equipment is asking the Environmental Protection Agency to increase the maximum amount of hydrocarbon allowed in equipment to 1kg from 150g.

The February issue also reports on natural refrigerant developments at the AHR Expo in Orlando, Fla., where component makers unveiled products for carbon dioxide, hydrocarbon and ammonia systems. End-user stories include: Raley's assessment of ammonia-carbon dioxide systems, the Defense Commissary Agency's plans for transcritical refrigeration at five commissaries over the next two years, and the

commitment to natural refrigerants made by the German retailer METRO AG's and the Japanese retailer AEON. Policy stories describe how utility incentives are being used to drive adoption of natural refrigerants and why experts think natural refrigerants are a better long-term solution than HFOs.

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 16 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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