



AUTUMN 2016

# ACCELERATE

ADVANCING HVAC&R NATURALLY EUROPE

PRESS RELEASE # 1

## TRANSGOURMET GROUP OPTS FOR 100% CO<sub>2</sub> IN AUTUMN EDITION OF ACCELERATE EUROPE

The first quarterly European magazine from shecco looks at how leading organisations are using carbon dioxide, hydrocarbons, ammonia and other climate-friendly natural refrigerants to improve and future-proof refrigeration, air-conditioning, and heating systems.

Brussels, Belgium – (September 2016) –

The fourth issue of shecco's quarterly *Accelerate Europe* magazine showcases how European retail giants the Transgourmet Group and the Colruyt Group are turning to climate-friendly natural refrigerants like carbon dioxide, ammonia and hydrocarbons for HVAC&R applications to deliver energy savings and help meet their climate targets.

As the HVAC&R industry prepares for key events in Nürnberg and Kigali in October, this edition captures the momentum of leading industry players who are putting natural refrigerant solutions on the radar of manufacturers and users throughout Europe.

"With an agreement to phase-out HFCs globally looking likely, there is not a second to lose in ensuring that the natural refrigerant sector seizes this unique opportunity to provide market-ready alternatives to climate-damaging HFC systems," said *Accelerate Europe* Editor Andrew Williams.

### Transgourmet Group opts for CO<sub>2</sub>; Colruyt chooses hydrocarbons

Many key market players in Europe are already doing just that. Food retail giant the Transgourmet Group is putting natural refrigerant technology at the heart of its strategy for becoming CO<sub>2</sub> neutral by 2023. Hans-Dieter Bruss, vice-president in the group's Central and Eastern European arm, met *Accelerate Europe* at a brand new Selgros Cash & Carry store in

the Romanian town of Târgu Mureş to explain how the group is adopting CO<sub>2</sub> for all refrigeration, air conditioning and heating applications, not only in new and updated stores but also in distribution centres.

Another major European retailer is pioneering natural refrigerant solutions too. The Colruyt Group is saving money and achieving its environmental targets by adopting 100% natural refrigerants for all its cooling needs. Read why Project Engineer Collin Bootsvelde and his team have opted for a custom-built propane solution for in-store cooling.

### Future-proof solutions from Gustav Lorentzen 2016...

Also in Issue 4: Read how researchers worldwide are working hard to find the future-proof technological solutions that will allow natural refrigerants to thrive for decades to come. At the 12th IIR Gustav Lorentzen Natural Working Fluids Conference in Edinburgh, over 270 HVAC&R industry experts gathered to discuss the latest technological and policy developments driving wider uptake of natrex.

### ...and Sifa in Nantes

The French refrigeration market – with end users turning to consultants in order to commission new systems – is somewhat unique. The natural refrigerant sector in France looks set to thrive as customers look to install future-proof solutions – read

coverage of the 'Sifa' tradeshow to find out more.

Reports from our recent ATMOsphere America conference, held in Chicago, and a preview of our new GUIDE to natural refrigerant technologies on display at Chillventa, also feature in this issue.

*Accelerate Europe* is available for free online and in print at key tradeshows across the world. For more policy updates and market news, download it today!

Produced by shecco Media, the global experts in natural refrigerant news, *Accelerate Europe* is written for and about Europe's most progressive business leaders working with climate-friendly natural refrigerants, from milder northern European regions to its warmer southern climates.

Launched in December 2015, *Accelerate Europe* is one of four shecco Media magazines dedicated to covering the natural refrigerant sector in a specific region of the world.

The fourth and newest edition to the *Accelerate* family, *Accelerate Australia & New Zealand*, was launched in May 2016. *Accelerate Europe's* debut followed the successful launches of the bimonthly *Accelerate Japan* earlier in 2015 and of the monthly *Accelerate America* magazine in 2014.

## 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 150 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 catalogue 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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