



# ACCELERATE

ADVANCING HVAC&amp;R NATURALLY

AMERICA

PRESS RELEASE

## CALIFORNIA'S LEADING ROLE IN REDUCING HFC GASES AND SUPPORTING NATURAL REFRIGERANTS IS DESCRIBED IN JANUARY ISSUE OF *ACCELERATE AMERICA*

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

Brooklyn, N.Y. – (January 18, 2017)

California's national leadership on environmental issues, including its latest plan to reduce emissions of HFCs and spark adoption of natural refrigerants, is captured in the January 2017 issue of *Accelerate America*, published online this week.

Produced by shecco, the worldwide expert in natural refrigerant news, *Accelerate America* is the first 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 food retail, foodservice, cold storage, food processing and other sectors.

California's determination to fight climate change, regardless of the policies pursued by the new Trump Administration, includes targeting potent greenhouse gases known as short-lived climate pollutants (SLCPs) – notably methane, black carbon (soot) and HFCs (hydrofluorocarbons). Already California is home to a multitude of HFC-free, natural refrigerant systems, including transcritical CO<sub>2</sub> and low-charge ammonia.

The January 2017 issue (volume 3, No. 21) also provides previews from key equipment users and

manufacturers about natural refrigerant developments expected this year. Two policy articles offer an update on the Environmental Protection Agency's latest safety rules governing industrial ammonia refrigeration, and Canada's plans to phase down HFCs.

Also covered in the January issue: two small grocery operators – DeCicco & Sons and New Seasons Market – are installing transcritical CO<sub>2</sub> refrigeration systems in multiple stores; a Piggly Wiggly store in Georgia continues to save energy by using an ammonia/CO<sub>2</sub> refrigeration system; and Belgium retailer Colruyt is dedicated to using only hydrocarbon refrigerants in its food stores.

### 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

### Contact

Marc Chasserot

Founder and Publisher, *Accelerate America*

CEO of shecco

[marc.chasserot@shecco.com](mailto:marc.chasserot@shecco.com)

Michael Garry

Editor, *Accelerate America*

[michael.garry@shecco.com](mailto:michael.garry@shecco.com)

203-778-8770