

Refrigerants, Naturally!



PARTNERSHIPS
for SUSTAINABLE
DEVELOPMENT



PEPSICO



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Refrigerants, Naturally! Panel

7 November, 2 – 3.30pm

Road map of HFC phase out

Jürgen Brenneis

Red Bull GmbH



5 - 7 November 2012, Brussels

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• RED BULL GMBH – SHORT INSIGHT

- Red Bull was founded in 1984 by Dietrich Mateschitz
- Headquarter: Fuschl am See, Austria
- Employees worldwide: 8.294 colleagues
- Annual sales: 4.7 billion cans in 2011



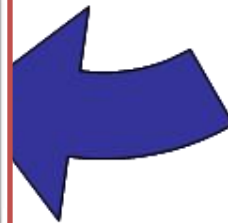
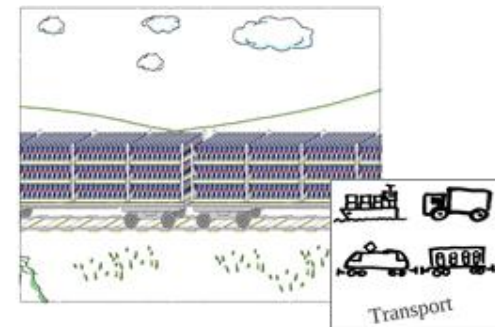
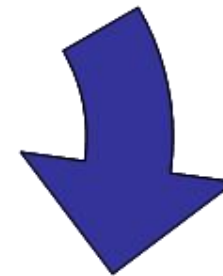
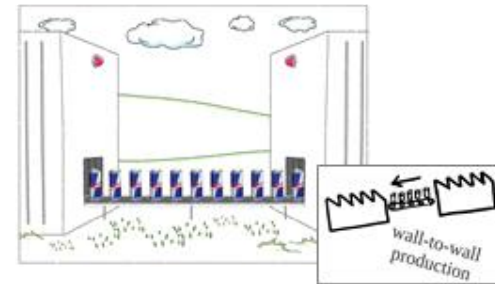
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COOLING CAN BE RESPONSIBLE
FOR UP TO **20 %** OF OUR
PRODUCT CARBON FOOTPRINT



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- What was our objective back in 2008?



Use the most efficient and environmental friendly technology for commercial refrigeration



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- What we had to do?
 - Replace HFC's by natural refrigerants
 - Replace fluorescent tubes by LED light
 - Use energy efficient fans
 - Use high efficient condenser
 - Electronic controller – Cooler Mgmt.
 - Night curtain for open-front/top cooler



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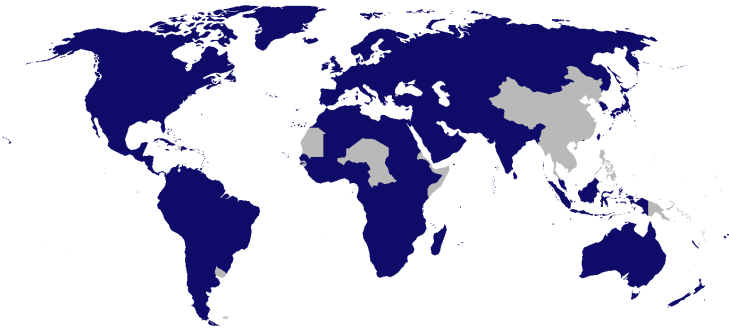


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- Facts & figures
 - 164 countries worldwide



- Global Cooler fleet 890.000units
- ECO Cooler : 313.000units
- 100% HC procurement in 2013 except Japan



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• Our challenges

- After Sales capabilities in developing countries
 - Infrastructure Investment
 - Filling station and safety equipment
- Components availability (110V - 220V/60Hz → HC refrigerant)
- Approvals and Certificates
- Legal & Trade Barriers*
- HC Approval for the US
 - R290a & R600a
- End-Of-Life (Scrapping)



* Singapore Civil Defense Force



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The sky's the limit....

