

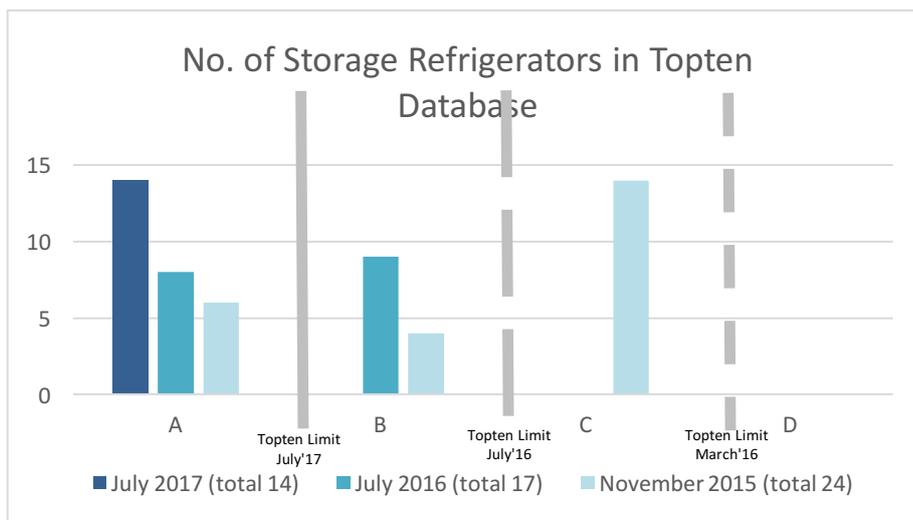
## Press release

# Energy efficiency in the professional cold sector – the EU-project ProCold was pushing the most efficient products for almost three years.

23. January 2018

Professional cold products operate not very professional in terms of energy consumption. Devices like storage products and commercial display products are used in almost every supermarket, hotel, restaurant, bar or canteen. An average efficient product consumes a significant amount of energy and leads to high energy-costs for the users. The energy consumption related to inefficient cold products can be reduced by 30% to 50% if the most efficient products are used. In some cases, efficient and closed products can save several thousand Euros during their lifetime.

The EU-project ProCold followed the technical and legislative development of the professional and commercial cold market for almost three years. The project team has been gathering data about professional and commercial cold products and identified the best available products in several product categories. ProCold used a unique and strict set of so called Topten selection criteria, which did not only support the development and improvement of energy efficient plug-in professional cold products, but also promotes the use of natural refrigerants. These natural refrigerants have a global warming potential below 4, whereas many cold appliances still use refrigerants with a GWP up to 4000. At the beginning of the project (March 2015) 85 models from 10 brands were able to comply with the Topten selection criteria. After three years, more than 160 models from 27 brands are displayed online, even after significantly tightening the selection criteria several times. The attached graph shows the development of the category “storage refrigerators”. All the product lists as well as the selection criteria are available online at [www.topten.eu/procold](http://www.topten.eu/procold) as well as on the national websites of the project partners.



To accelerate the development of the appliances, the ProCold innovation and efficient product competition was organised - a first time in this sector. International manufacturers were asked to submit their products in five categories. Many different manufacturers responded positively and submitted their products, some even specifically advancing new technological developments for this. After a phase of testing in

accredited laboratories, 5 models were identified as the winning models and awarded with a specifically designed ProCold logo during a public ceremony at the EUROPSHOP 2017 fair.

To ensure that the market share of the most efficient products will be increased, ProCold built-up a stakeholders' network of more than 1.000 relevant direct users, manufacturers and public institutions. Countless meetings, workshops, presentations and negotiations took place in the eight participating countries. Dissemination activities at national and European levels allowed to raise awareness on the related energy and environmental stakes, large economic savings, legal obligations, policy and standardisation issues. The activities of the project team have been very successful. In Switzerland an existing rebate programme was renewed (for the first period, the cost of saved electricity was around 3 eurocents per kilowatt-hour to be compared to the purchase price of 20 Eurocents), and in Austria a rebate programme could be implemented for the first time in this sector.

## Conclusion

Direct users often do not know that plug-in products consume a significant amount of energy. ProCold has proven that manufacturers are willing and able to produce very efficient cold products and that users are in favour of using these products because of their benefits they bring. Thanks to the effort of the project, the topics of energy savings and environmental protection were promoted and established in the market.

## About „ProCold“

ProCold is an EU-project aiming to improve energy efficiency in plug-in refrigeration equipment and speed up the switch to climate-friendly refrigerants. Objectives of the project:

Showcasing best products  
Supporting green procurement  
Helping to implement effective policies



This ProCold project has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement No 649293.

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