

TM



# green benefits

a guide to environmental commitment from

**T**otal refrigeration

# Total Refrigeration launches Green Benefits

“At Total Refrigeration we recognise that the pressures on the world’s resources are increasing. By 2050 the worldwide demand for energy will increase by 50% (International Energy Agency). By 2030 the worldwide demand for food will increase by 50% (Food & Agriculture Organisation) and water by 30% (International Food Policy Research Institute).

At Total Refrigeration we are launching the Green Benefits programme so that our customers can benefit from the best possible equipment whilst minimising their impact on the environment. All our equipment that meets the criteria of the Green Benefits programme carries the Green Benefits logo on any literature where this equipment appears.

The Green Benefits programme focuses on 4 key areas with an overall objective of making the category more attractive for the end retailer. Each key area has a Vision and Target of how it will deliver Green Benefits to our customers:

- **Rate of Sale**
- **Operating Costs**
- **Ease of Use**
- **Purchase / Disposal**

Listening to our customer feedback is key, and helps us to develop the next generation of equipment. We work closely with our equipment suppliers to continuously improve our products. These products are manufactured to a unique Total Refrigeration specification to offer the maximum benefit to our customers.

We are proud of our products.”



**Green Benefits logo**

**Dave Parkes**  
**Managing Director.**

## Green Benefits logo

The Green Benefits logo incorporates our 4 key areas of focus. We have outlined below the Vision for each of those areas.

To reduce total environmental impact of the units through initial manufacture, product life & final disposal

To develop units that are simple, easy to use and maintain and hence extend the life of the equipment



To develop refrigeration units that offer our customers the highest possible rate of sale for their products whilst minimising the environmental impact

To continually reduce the operating costs of the unit: running costs, maintenance & repairs and hence reduce the on-going environmental impact

## Rate of Sale

**Vision:** To develop refrigeration units that offer our customers the highest possible rate of sale for their products whilst minimising the environmental impact.



## Operating Costs

**Vision:** To continually reduce the operating costs of the unit: running costs, maintenance & repairs and hence reduce the on-going environmental impact.



## Ease of Use

**Vision:** To develop units that are simple, easy to use and maintain and hence extend the life of the equipment.



## Purchase / Disposal

**Vision:** To reduce total environmental impact of the units through initial manufacture, product life & final disposal.



## Green Benefits Targets

As part of the Green Benefits programme units must meet the following targets:



### Rate of Sale

To enhance rate of sale versus standard industry model whilst not increasing the environmental impact



### Operating Costs

To reduce running costs versus standard industry model and hence reduce the on-going environmental impact



### Ease of Use

To offer low maintenance condensers on all our units and hence extend the life of the equipment



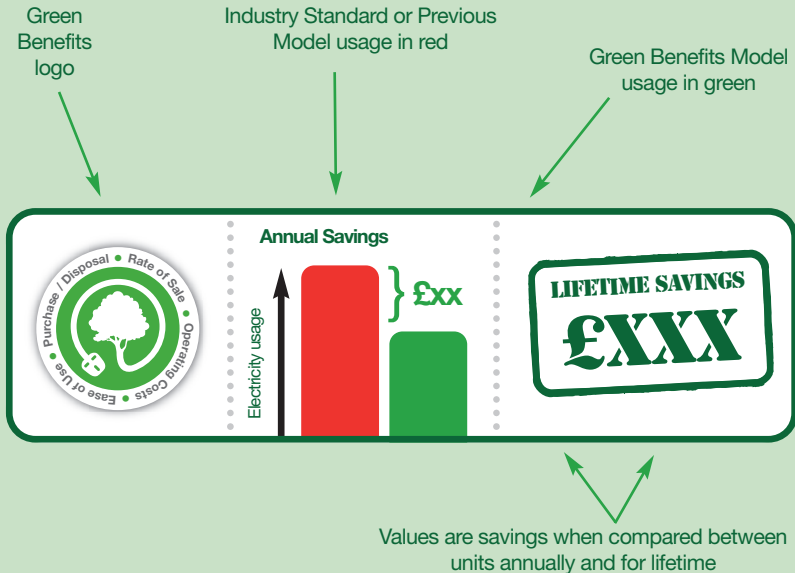
### Purchase / Disposal

To migrate all our units onto Hydrocarbon refrigerant and hence reduce their global warming potential

## Green Benefits strip

Where a unit meets the targets of the Green Benefits programme we show the annual and lifetime savings. These are displayed using the elements in this Green Benefits strip.

Values are savings when compared between units annually and for lifetime - £0.12 KWh and an assumed lifetime of 8 years.



## Green Benefits - further information

The Green Benefits units in this booklet have been compared with the current industry model or the previous version of the same model.

**The savings stated in this booklet are calculated at £0.12 KWh.  
The lifetime savings assume a model life of 8 years.**

Figures are correct at time of going to print – November 2010 – and will be continually updated as and when further enhancements are made to these, and other models.

Hawking Trolley savings figures are based on the savings of the similar Rio H68 ice cream freezer.

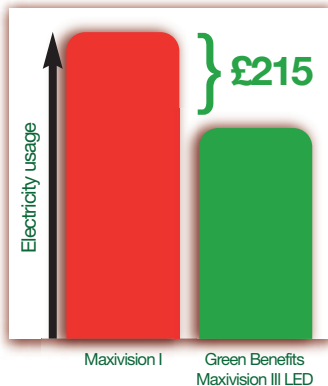
**Please note that the Green Benefits logo and styling shown on the equipment contained within this brochure are for illustration purposes only and are not a branding option that is available to purchase.**

## Maxivision Range Ice Cream Freezers

<b>Rate of Sale</b>	42% increase in product sales*
<b>Operating Costs</b>	Reduced running costs versus previous model
<b>Ease of Use</b>	Low maintenance condenser
<b>Purchase / Disposal</b>	Uses Hydrocarbon refrigerant



### Annual Savings



\*IRI September 2007

**LIFETIME SAVINGS**  
**£1720**

## Rio Range Chest Freezer

<b>Rate of Sale</b>	Bespoke basket solutions available
<b>Operating Costs</b>	Reduced running costs versus industry standard model
<b>Ease of Use</b>	Low maintenance condenser
<b>Purchase / Disposal</b>	Uses Hydrocarbon refrigerant



### Annual Savings



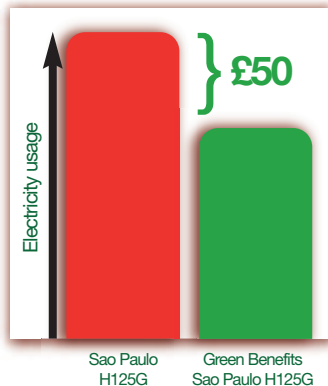
**LIFETIME SAVINGS**  
**£480**

## Sao Paulo Range Ice Cream Scooping / Frozen Food Freezer

<b>Rate of Sale</b>	Bespoke merchandising solutions available
<b>Operating Costs</b>	Reduced running costs versus industry standard model
<b>Ease of Use</b>	Low maintenance condenser
<b>Purchase / Disposal</b>	Uses Hydrocarbon refrigerant



### Annual Savings



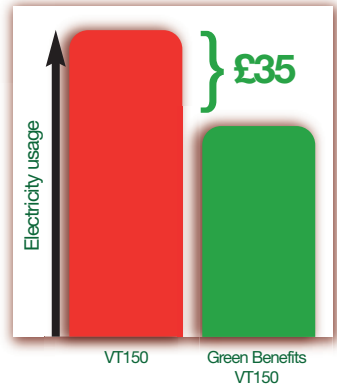
**LIFETIME SAVINGS**  
**£400**

## VT Range Island Freezer

<b>Rate of Sale</b>	Island solution available with dividers
<b>Operating Costs</b>	Reduced running costs versus industry standard model
<b>Ease of Use</b>	Low maintenance condenser
<b>Purchase / Disposal</b>	Uses Hydrocarbon refrigerant



### Annual Savings



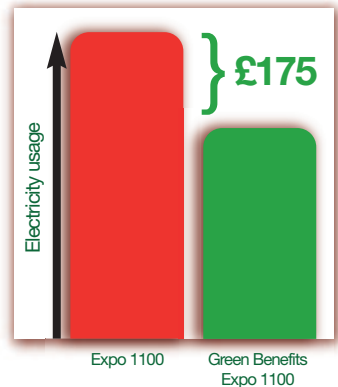
**LIFETIME SAVINGS**  
**£280**

## Expo 500 / 1100 Display Freezers

Rate of Sale	Bespoke shelf racking available
Operating Costs	Reduced running costs versus industry standard model
Ease of Use	Low maintenance condenser
Purchase / Disposal	Uses Hydrocarbon refrigerant



### Annual Savings



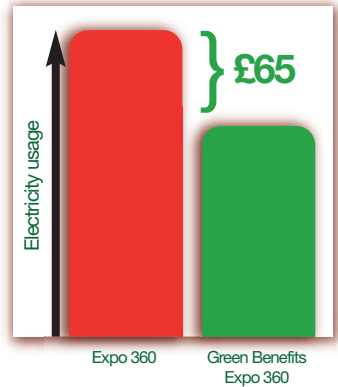
**LIFETIME SAVINGS**  
**£1400**

## Expo 360 Display Freezer

- Rate of Sale** Application of bespoke branded vinyls and EPOS strips for higher point of sale impact
- Operating Costs** Reduced running costs versus industry standard model
- Ease of Use** Low maintenance condenser
- Purchase / Disposal** Uses Hydrocarbon refrigerant



### Annual Savings



**LIFETIME SAVINGS**  
**£520**

## J7 / J9 Extra Ice Cream Scooping Freezer

- Rate of Sale** Option to include reflective film on cover for greater product visibility
- Operating Costs** Reduced running costs versus industry standard model
- Ease of Use** Low maintenance condenser
- Purchase / Disposal** Uses Hydrocarbon refrigerant



### Annual Savings



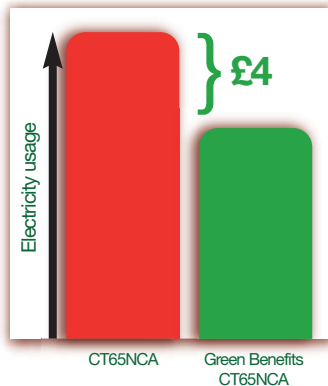
**LIFETIME SAVINGS**  
**£240**

## CT Counter Top Range Display Freezer

- Rate of Sale** Application of bespoke branded vinyls for higher point of sale impact
- Operating Costs** Reduced running costs versus industry standard model
- Ease of Use** Low maintenance condenser
- Purchase / Disposal** Uses Hydrocarbon refrigerant



### Annual Savings



**LIFETIME SAVINGS**  
**£32**

## Top 7 Ice Cream Scooping Freezer

<b>Rate of Sale</b>	Bespoke merchandising solutions available
<b>Operating Costs</b>	Reduced running costs versus industry standard model
<b>Ease of Use</b>	Low maintenance condenser
<b>Purchase / Disposal</b>	Uses Hydrocarbon refrigerant



### Annual Savings



**LIFETIME SAVINGS**  
**£160**

## Rodi 33 Ice Cream Display Freezer

- Rate of Sale** Application of bespoke branded vinyls and EPOS strips for higher point of sale impact
- Operating Costs** Reduced running costs versus industry standard model
- Ease of Use** Low maintenance condenser
- Purchase / Disposal** Uses Hydrocarbon refrigerant



### Annual Savings



**LIFETIME SAVINGS**  
**£80**

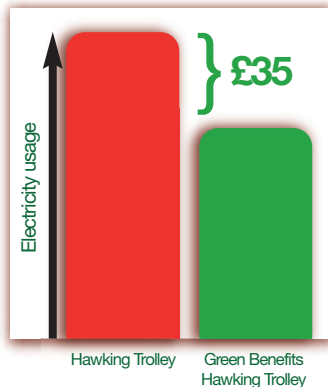
## Hawking Trolley

### Mobile Ice Cream Freezer

Rate of Sale	Mobile for use at hotspots
Operating Costs	Holds temperature for up to 10 hours without power
Ease of Use	Low maintenance condenser
Purchase / Disposal	Uses Hydrocarbon refrigerant



### Annual Savings



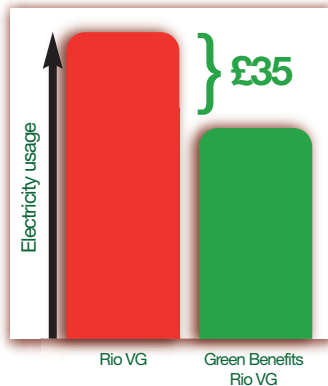
**LIFETIME SAVINGS**  
**£280**

## Rio VG Ice Cream Freezer

<b>Rate of Sale</b>	Dispenser attached to freezer for easy storage and serving
<b>Operating Costs</b>	Reduced running costs versus industry standard model
<b>Ease of Use</b>	Low maintenance condenser
<b>Purchase / Disposal</b>	Uses Hydrocarbon refrigerant



### Annual Savings



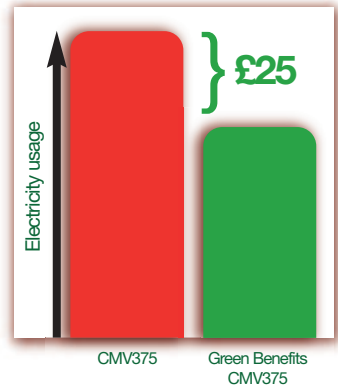
**LIFETIME SAVINGS**  
**£280**

## CMV375 Display Chiller

Rate of Sale	Full height internal lighting for improved product visibility
Operating Costs	Reduced running costs versus industry standard model
Ease of Use	Low maintenance condenser
Purchase / Disposal	Uses Hydrocarbon refrigerant



### Annual Savings



**LIFETIME SAVINGS**  
**£200**

## Running Costs Comparisons

Model	Base KWh/24hr - Non-Green Benefits Model	Current KWh/24hr - Green Benefits Model	Yearly savings	Lifetime savings
Rio H068G	2.8	1.9	£35	£280
Rio S100G	4.1	2.7	£60	£480
Rio S150G	5.4	4.6	£35	£280
Sao Paulo H068G	3.0	2.2	£35	£280
Sao Paulo H100G	3.8	3.0	£35	£280
Sao Paulo H125G	4.5	3.3	£50	£400
Sao Paulo H150G	5.6	3.8	£75	£600
Maxivision III LED	16.1	11.2	£215	£1,720
Slimline Maxivision III LED	10.5	7.3	£140	£1,120
Rodi 33	10	9.7	£10	£80
Rio VG	Based on Rio H068G		£35	£280
Hawking Trolley	Based on Rio H068G		£35	£280



Model	Base KWh/24hr - Non-Green Benefits Model	Current KWh/24hr - Green Benefits Model	Yearly savings £'s	Lifetime savings £'s
J9 Extra	12.9	12.2	£30	£240
J7 Extra	10.7	10.0	£30	£240
Top 7	10.5	10.0	£20	£160
CT65NCA	2.3	2.2	£4	£32
CT65NCB	2.0	1.9	£4	£32
VT150	7.6	6.7	£35	£280
VT200	10.3	9.1	£50	£400
VT250	13.7	12.1	£70	£560
Expo 500	15.0	9.5	£85	£680
Expo 1100	27.5	18.9	£175	£1,400
Expo 360	14.0	7.2	£65	£520
CMV375	2.9	2.3	£25	£200

Savings figures have been rounded down to the nearest £5 with exception to the CT65NCA/B which has been rounded down to the nearest £1.

The logo for Total refrigeration, featuring a green circle with a white 'T' inside, followed by the text 'Total refrigeration' in a green sans-serif font.

## Total refrigeration

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