

Cool shopping in a healthy atmosphere

Cool-Fit Piping by Georg Fischer links economy and ecology

The shopping list with which the modern shopper enters the supermarket is increasingly “cool”. Fresh produce needs to be just as cool as oven-ready pizza or Asian spring rolls.

The number of cooling units rumbling directly behind each and every freezer has grown ever greater – as has coolant consumption. In other words, not just the atmosphere in the supermarket was suffering from the constant hum; the earth’s atmosphere as well was being over-burdened. One solution, helpful as much to humans as to the world around them, is the so-called indirect cooling system – in particular when based on an efficient pipeline system.



Just as cool with 5 times less coolant

In principle, an indirect cooling system functions like a central heating system. Only now central cooling is the issue, implying logically that not water, but freeze-resistant glycol circulates. Central cooling equipment can for instance be located in a basement and as a result of this concentration needs five times less coolant than a series of individual units. Fluid losses are also significantly less, so that total savings over time amount to approximately 80 to 90%. Well, that’s fine, provided this system has been installed.

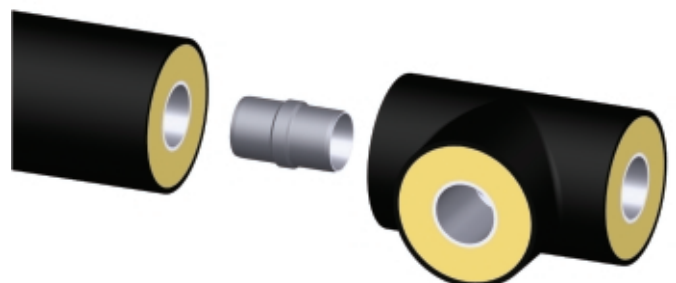
But what does it take to get to that point?

Tripling the speed of installation

The entrepreneur who is renovating or opening his supermarket also has a “shopping list”. Right at the top of his list – time! Because time is money, and for an average supermarket this means around 200,000 euros a week. And the cooling area is often the final link in the building plan. Therefore, that time requirements in this area often have a direct impact on possible opening times.

With a good deal of pleasure, Mark Bulmer, manager of the market segment Food & Beverages industry at GF Piping Systems, compares the copper pipe solutions used elsewhere to the newest Cool-Fit system: “With a conventional solution 12 weeks are gone before you know it; 4 weeks for laying in, 4 weeks for insulation, 4 for coating. The Cool-Fit system on the other hand requires only 2 weeks. All pipe components, in particular all the fittings, already have the insulation and coating built in. Moreover, all parts – whether for the freezer or for the cooling area – can be fit together in an instant.”

It comes as no surprise then that Cool-Fit warms the cockles of the Wal-Mart manager’s heart as much as that of the Bavarian brewer. It does not, however, have this same warming effect on the climate: the energy balance of the ABS plastic pipe is approximately 6 times better than copper pipe!



Special significance

Directly exposed to fresh winds from the market

“While for larger supply networks, the division of labour requires concentration in one special area – in the case of GF Piping Systems primarily the sophisticated connectors, valves and control parts – Cool-Fit is a complete system. We are in direct contact with end users. This gives us a clearer view of the needs and opportunities of the market!”

Mark Bulmer, manager of the market segment Food & Beverages industry at GF Piping Systems

Potential for success

Cool-Fit dovetails precisely with current developments

A solid market foundation ...

As long as people exist, they will need to eat and drink. So F&B (Food & Beverages) is considered one of the most stable markets possible.

... with an ever higher portion requiring cooling ...

In Western Europe alone, there are more than 58,000 supermarkets greater than 400 square meters. Each new opening sees an increase in the cooled areas.

... with ever more indirect systems

In the case of good entrepreneurs, their sense of personal responsibility is sufficient for them to recognize the savings potential in terms of coolants. Furthermore, the Kyoto Agreement for the Reduction of Global Warming also exerts pressure to reduce coolant use.

Wide range of top-notch references

Cadbury-Schweppes, Wodka Gorbatschow, Parma ham ...

The supermarket is only the last link in the chain

As popular as Cool-Fit is in supermarkets from the far North to the American West, cooling requirements start well before this point.

Cooling systems throughout production and distribution

Systems from GF Piping Systems are running in the largest indirect cooling system in Europe, at Cadbury-Schweppes in Aston near Birmingham, as well as in the production facilities of Wodka Gorbatschow and the ham specialist Ferrarini SpA in Parma.

“Adding Quality to People’s Lives”

Attention – both to detail and the big picture

Customer care, not pipe maintenance

Cool-Fit systems are practically maintenance-free for 10 years. The supermarket can focus on the customer.

Healthy food no matter what the weather

It is precisely during warming trends that food hygiene becomes increasingly important. It’s not for nothing that the label reads “Keep Refrigerated”!

Tangible environmental relief

While the worst freons, which have torn a hole in the ozone layer, are now banned from coolants, existing substances still have a high “Total Equivalent Warming Impact”. A reduction in coolant quantity of 80% is therefore of considerable significance.