

NaturaLINE™ Technology Wins

IFW INNOVATION AWARD

Carrier Transicold's NaturaLINE™ technology won the prestigious 2011 Innovation Award – New Product, in the hotly contested 15th annual IFW Awards program.

IFW, a shipping and logistics website owned by Informa Plc., reported that the quality and quantity of entrants for 2011 had surpassed previous years awards programs. Even with extensive competition, Carrier's natural refrigerant container system stood out in its category.

"NaturaLINE technology is one of our most exciting developments in recent years," said Kartik Kumar, Carrier Transicold Global Container Refrigeration's director of Marketing and Strategic Planning. "It encompasses multiple innovations that work together, enabling the use of a natural refrigerant in a design capable of achieving industry-leading efficiency.

"We appreciate the industry recognition and are even more gratified that we can deliver innovative technology to help the shipping industry set new benchmarks for sustainability."

The Innovation Award – New Product, was a new category created "to recognize smart new products that answer a real market need," according to IFW. NaturaLINE technology was the exclusive container refrigeration product among the six finalists vying for the award.

The award was announced at the IFW Awards Gala held late last year in London.

**First in Sales.
First in Performance.
First in Recyclability.**



The PrimeLINE® unit has built a reputation for industry leadership in terms of performance and efficiency. It now leads in another area – recyclability.

PrimeLINE units from Carrier are the first container refrigeration units with a UL Environment validation for recyclability. The units were recently validated by UL Environment to have a 93 percent recyclability rate, based on its stringent Environmental Claims Validation Procedure 2789.

UL Environment is part of UL (Underwriters Laboratories), a global safety science company.

"By design, mostly recyclable materials are used in PrimeLINE units, primarily metals and some plastics," said Kartik Kumar, director of marketing and strategic planning, Global Container Refrigeration. "We closely monitor to be certain that any new parts or process introduced will not impair our recyclability rate, and in fact, we continuously try to improve upon it."

But you won't find PrimeLINE units in the recycling bin just yet. They were introduced to the market only four years ago, meaning there is still plenty of service left in the growing global fleet, which now numbers more than 100,000 units in service.

Just as energy efficiency is important to customers seeking the most sustainable solutions, so too is recyclability when units reach the end of their useful service life. With PrimeLINE units you get both!

The UL Environment validation shows that the PrimeLINE unit is 93 percent recyclable.



Photo: Philippa Gedde Photography