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## **NASRC Joins Climate & Clean Air Coalition**

*The action-oriented nonprofit continues to expand its influence in retail refrigerant sustainability*

SANTA CRUZ, CA (September 6, 2016) – The North American Sustainable Refrigeration Council (NASRC) has joined the Climate and Clean Air Coalition (CCAC), further positioning itself to drive the change necessary to create a more level playing field for natural refrigerants.

“The NASRC creates a unique collaborative environment for industry leaders and stakeholders to share best practices, challenges and opportunities for the adoption of natural refrigerants, said Eduardo Navarro, vice president & general manager, Systems Division, for Hillphoenix. “As a team, the NASRC board, employees and members have been instrumental at accomplishing some key initiatives in a short period of time. Some examples include development of training materials, market awareness activities and case studies; all focused on providing an unbiased education and advancing the industry knowledge regarding the adoption of natural refrigerants.”

Since its founding, the NASRC has taken action to shape a more climate-friendly future for retail food refrigeration by advancing natural refrigerants. By participating in the CCAC, the environmental nonprofit has an even greater platform from which to encourage governments, end-users, and equipment manufacturers to take action to tackle the unique set of challenges that natural refrigerants face. The CCAC’s initiative to reduce the growth of HFCs calls for public and private actors to combine and mobilize the efforts of all governments and non-state parties, which corresponds well to the NASRC’s mission.

NASRC’s priorities center aroundon increasing the pool of service technicians that are qualified to work with natural refrigerants; helping to establish the necessary codes and standards to ensure safe use of these refrigerants; encouraging organizations like utilities to establish incentives for natural refrigerant use; and working with the U.S. Environmental Protection Agency and equipment-certification organizations to speed up approval of natural refrigerant technologies. The council’s founding members include some of the biggest names in the industry: Whole Foods Market, Hillphoenix, Danfoss, Carter Retail Equipment, True Manufacturing, Parker Hannifin, KW Refrigerant Management Strategy and Source Refrigeration.

“The NASRC is working tirelessly to show how natural refrigerants can be a win for the environment and for business. Its commitment and leadership in sustainable retail food refrigeration has now been recognized by the CCAC, enabling the NASRC to bring its expertise and action-oriented approach to the international arena,” said Todd Washburn, Director of Sales & Marketing, Retail Division, at True Manufacturing.

### **About NASRC**

The North American Sustainable Refrigeration Council is a membership-based, action-oriented 501(c)(3) nonprofit, committed to advancing natural refrigerants in the retail food sector. Natural

refrigerants offer a host of environmental benefits. The mission of the NASRC is to bring together all stakeholders to make these technologies a reality throughout the North American market, and shape a more sustainable future for retail food refrigeration. For more information, please visit [www.nasrc.org](http://www.nasrc.org).