

COMPANY: Coca-Cola



PRACTICE

Using the Energy Management Device on coolers at retail outlets

PROBLEM

Refrigeration contributes about 30% or more of emissions to most of our products.

DESCRIPTION OF PRACTICE

The Coca-Cola Company has developed a proprietary device called energy management device (EMD) that reduces energy consumption of a cooler by up to 35% by allowing the temperature inside the cooler to rise (between 7°C to 14°C) during periods when the outlet is closed and maintains the correct cooler temperature (between 0°C and 7°C) during the active hours of the outlet. The EMD manages this by detecting the people movement in-front of the cooler through an infrared sensor eye & through the cooler door opening and closing counts.

- The EMD was tested in 2003 and 2004 and commercialized at the end of 2004 by Elstat Electronics Ltd. under licence from The Coca-Cola Company
- This device is based on a design that is owned by TCCC and offered for use exclusively to Coca-Cola companies, but TCCC can authorize the use of this device for the adjacent businesses of our key Bottling partners (for example the FEMSA / SABMiller Beer Businesses)
- Since we began tracking sales in detail (June 2005) Elstat has sold over 50,000 EMD devices to suppliers of Coca-Cola bottlers



RESULTS

- From EMDs on one-fourth of KO equipment already we are saving customers over \$300 million per year, an important indicator of doing the “right thing” for our customers.
- The EMD can substantially reduce the number of service calls whilst saving on average up to 35% energy (when compared with a 24hour running cooler without EMD).
- The EMD facilitates longer life to the compressor, fans and lights in a cooler, by protecting against High voltage (> 250V) & Low voltage (< 180V) supplies and saves maintenance cost of the cooler owner.



- All the cooling equipment of more than 250 liters capacity that we bought in 2009 were 100% fitted with EMD which is also mentioned on the cooler body (labels).
- Coca-Cola has also made 100% transition to HFC free (Hydroflourocarbons free) insulation foam for our cold drink equipment.

RESOURCES

- Master List of Models / Model Status - Antoine Azar
- Master List of Cooler Pricing with EMD – Ed Ayoola
- Cooler Certification Test Procedure – Troy Clarida
- EMD Reference Guide – Elstat / Antoine Azar
- EMD Trouble Shooting Guide – Elstat / Antoine Azar
- EMD Technical Manual – Elstat / Antoine Azar
- EMD Technical Specifications – Elstat / Antoine Azar
- EMD Communications Strategy – Dan Peters
- EMD Sell Sheet Template – Nichole Peoples / Dan Peters

