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Headline: 'Going green' makes perfect sense for cooling company

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Going green has now become more of an imperative than an option.

Aware of the increasingly frightening adverse effects of climate change, more and more consumers have already begun taking it upon themselves to help in the national and global effort to save the environment.

In as simple as choosing the energy-efficient appliances, consumers are able to conserve electricity, reduce their carbon footprints and inevitably, save Mother Earth, one gadget at a time.

Fortunately, more companies already recognize this rising demand for energy-efficient appliances, including Concepcion-Carrier Air Conditioning Co., the country's trusted name in air conditioning.

"Carrier has consistently led all over the world in pioneering the most efficient, most practical and most sustainable solutions for residential and commercial establishments. For them and for us, going green makes perfect sense," says CCAC chief executive officer Raul Joseph Concepcion.

"Today, we at Concepcion-Carrier continue to pioneer in providing these solutions to our country, in ensuring that the country is in touch with the Carrier vision of providing a better and more comfortable place to live, work and play for future generations," Concepcion adds.

CCAC claims that its green cooling solutions are the most sustainable and practical solutions—eco-friendly innovations that are high-tech, highly efficient and truly sustainable.

"Carrier is the world leader in high technology heating, air conditioning and refrigeration solutions, and as such, our green cooling solutions have been expressly designed to have outstanding performance in energy efficiency, innovative technology and savings," Concepcion explains.

Carrier has always pioneered in sustainability, according to Concepcion.

From the moment Willis Haviland Carrier, the founder of air conditioning, invented air conditioning, Carrier has always pioneered a new industry and a new era of sustainable solutions, being the only company in the world to be a founding member of the Green Building Councils of the United States, Argentina, China, India, Singapore and France.

THE 23XRV incorporates significant breakthroughs in water-cooled chiller technology to provide excellent reliability without compromising the environment.

In the Philippines, Carrier, through CCAC, also leads in pioneering the vision for green building solutions as the only sustaining member of the Philippine Green Building Council (PhilGBC) that is

a cooling solutions provider.

"We have had the privilege of supplying many prestigious companies and establishments, as well as countless valued homeowners, with our green cooling solutions," Concepcion adds.

According to him, Carrier's green solutions are the result of years of dedicated research and development in line with a long-term commitment to create breakthroughs in green technology and lead in the phaseout of ozone-depleting refrigerants.

#### Top choice

Carrier's green products have been the top choice for many residential, light commercial and commercial spaces, and three of these innovations are among the company's most acclaimed, namely Carrier XPower Inverter, the Carrier Evergreen 23XRV chiller and the Toshiba-Carrier SMMSi.

The Carrier XPower Inverter has been a hit among many homes and light commercial establishments for the significant savings that the power of inverter technology provides.

A true green product, it uses a non-ozone depleting, chlorine-free R-410a refrigerant and is measured to give up to 53 percent more energy savings against other leading inverters. It also has special nano air filters for consumer wellness and dynamic timers for maximum convenience.

Meanwhile, the Carrier Evergreen 23XRV is the world's first integrated variable-speed, water-cooled screw chiller. Compared to other typical chillers, the Carrier 23XRV has as much as 30 percent better part-load efficiency and a two-year payback.

#### Prestigious awards

The remarkable reliability and efficiency of this innovation gave it the capability to cool the most demanding structures such as malls, hotels, hospitals and data centers, and have led to prestigious awards from international organizations in the Heating, Ventilating, Air Conditioning and Refrigeration (HVAC/R) industry. Among these are the Facility Care Top Product Award, Perfect 10 Bronze Winner Product of the Year and the 2008 AHR Expo Innovation award.

The Super Modular Multi System or SMMSi, was developed with Concepcion-Carrier's partners—Carrier, the inventor of air conditioning in conjunction with Toshiba, the inventor of inverters.

The Toshiba-Carrier SMMSi is a first-class air-conditioning technology and the most advanced inverter or variable refrigerant flow (VRF) system for large buildings that is 30 percent more energy efficient than conventional VRF inverters.

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This pioneering innovation also allows for extremely high-energy efficiency, reliability and operational stability, especially for massive structures, as well as buildings that have 24/7 operations such as hotels, convenience stores and call centers.