

# State of The Industry

Heatcraft Worldwide Refrigeration

Masood Ali Global Leader – Center of Excellence for Alternative Systems





\$2.95B in revenue



## State of The Industry

Lennox International



#### **Heating & Cooling**



Refrigeration

Residential

Commercial











Products	Split Systems (AC, Heating) Indoor Air Quality Fireplaces	Package Rooftop Units Split Systems	Package Rooftop Units HVAC Chillers Split Systems	Food Preservation Industry Cooling
Geography	US / Canada	US / Canada	Europe EMEIA	Global
2012 Revenue	\$ 1376	\$ 7	85	\$ 788

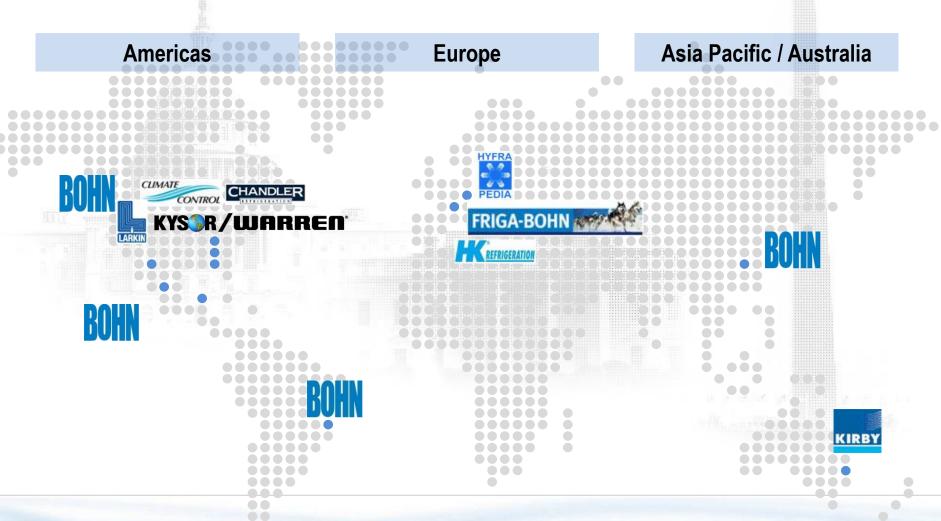




#2

# State of The Industry

Heatcraft Global Products and Brands









- Europe
  - European F-Gas Regulations
    - 79% <u>HFC phase</u> down by 2030
    - Bans on new equipment with GWP> 150
- USA
  - Regulations that start in Europe Quickly Migrate to California
    - California Energy Commission (CEC)
    - California Air Resource Board (CARB)
  - Regulations that start in California Quickly Migrate to US Federal
    - US Department of Energy (DOE)
    - US Environmental Protection Agency (EPA)
- Australia
  - Carbon Tax Levy
    - Based on GWP equivalent CO2 of refrigerant
    - 3 to 5 times increased cost of refrigerants

List price exam	ple per kg (2.2	lbs.)
Refrigerant	June 2012	Nov2012
R-134A	\$ 16	\$ 54
R-404A	\$ 21	\$ 84





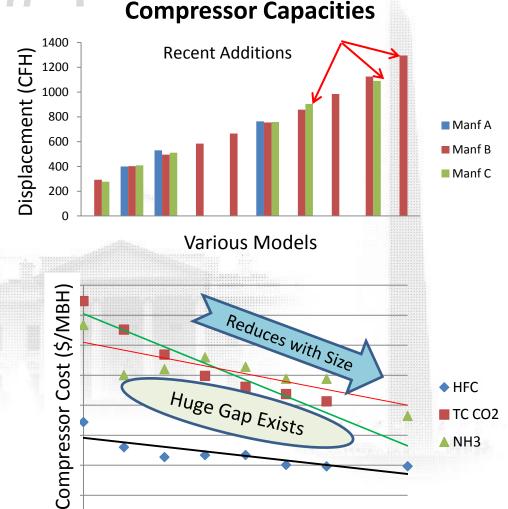
# #4

1

#### **Commercialization Status**

#### Component Availability

- Supplier base is increasing
- Lack of economies of scope and scale
- Gap exists in product range
- Costs are driving down
- Regulatory / Standards
  - UL WG has approved provisions for CO2 trans-critical.
  - In last 6 months, 3 major compressor manufactures obtained UL approval of trans-critical compressors.
  - ASHRAE 15 update for CO2 transcritical is yet to be done



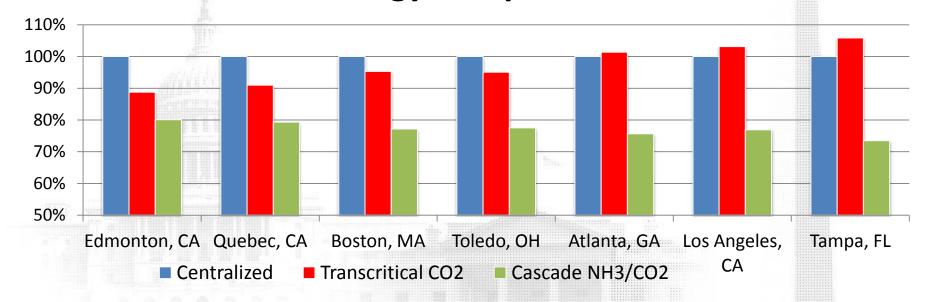
Compressor Capacity (MBH)



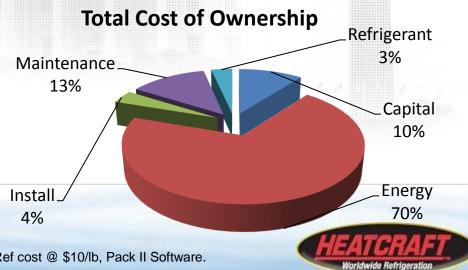


## **Energy Efficiency & Costs**

### **Energy Comparison**



- Natural refrigerants have an energy efficiency advantage.
- Transcritical CO2 trails behind in warmer climates





System Concept	Centralized (Baseline)	Cascade	Trans-critical Booster
Refrigerant	R404A	R717/R744	R744
		100	
LT Load (MBH)	373	373	373
MT Load (MBH)	1095	1095	1095
Rack SST LT/MT	-23 / 18	-18/ 24	-18 / 24
III.a. Da'a al'a a Marila a d	A's Cardad	W C	ar ar except on
Heat Rejection Method	Air Cooled	Water Cooled	Gas Cooler
Condenser TD	15 MT / 10 LT	12 F	3 F

Location : Toledo, Ohio

Pack Calculation II Software for BIN analysis, .

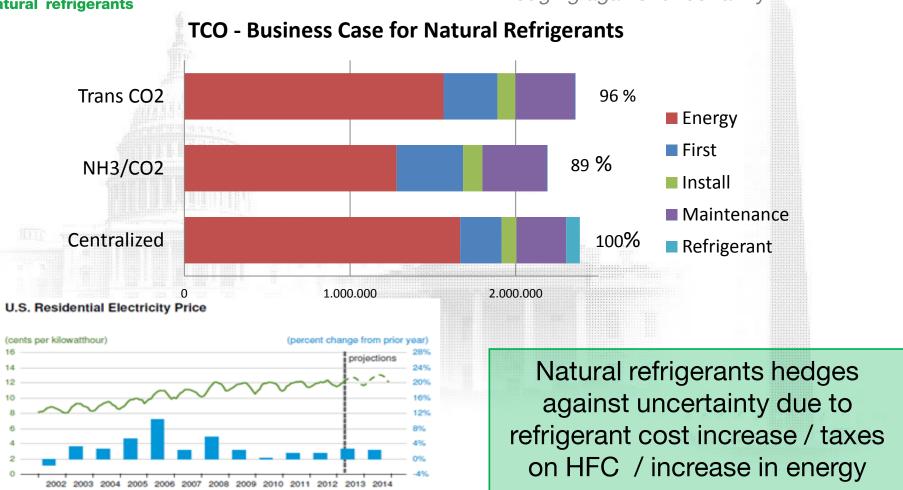




#7

#### **Business Case - TCO**

Hedging against uncertainty



In the last decade energy prices increased by 50%: Future predictions?



cost

Residential electricity price Price forecast Annual growth (right axis)



# Install & Service Training

Projected Costs

- Installation costs: Conflicting information. Practical costs are perceived higher.
  - Lack of familiarity / awareness by the contractors not allowing real cost savings and adding uncertainty
- Training of Service Technicians
  - Training centers by OEM's / Equipment Manufacturers
  - Ammonia Certification by GCAP etc
- Cost of Training
  - Range between \$ 1500 to \$ 4000







Thank you!