

SAINSBURYS NEW ELECTRIC FRIDGES FROM EUROFRIGO REFLECT ITS PROACTIVE ENVIRONMENTAL POLICY

Leading grocery retailer, Sainsbury's plc, has placed an order with preferred supplier Eurofrigo for fifty of its breakthrough, low emission, electric refrigeration units. The advanced inverter battery drive units, which boast a number of operational benefits for operators, are the first in their class to be introduced into the UK market and represent

a major leap forward in technological terms.

Commenting on the latest B2500XT all electric refrigeration units Simon Skeet of Sainsbury's said: "We are very excited about the potential savings that we are going to get from the new electric fridges in terms of both reduced fuel consumption and reduced CO2 emissions. The trial information that we have is very encouraging and indicates that the output will be very positive. With such a large fleet of vans dedicated to fulfilling our "On Line Groceries" service across the UK, the savings should prove quite significant."

Sainsbury's have been purchasing Eurofrigo's C2500XT, single-piece, direct-drive refrigeration units for their home delivery vans since their introduction into the UK five years ago. The

robust, yet lightweight, refrigeration units were purpose-designed to afford minimal intrusion into the vehicle load space – a critical factor in van delivery operations where load capacity is typically limited. In keeping with Sainsbury's proactive environmentally friendly policy, the fridges switch off automatically when the doors of the vehicle are opened thereby reducing CO2 emissions into the atmosphere.

Simon Skeet from Sainsbury's added: "Eurofrigo's C2500XT units are far less intrusive into the vehicle load space than most comparable fridge units which is a major advantage. As there is a fair amount of movement in the cab area with drivers getting in and out several times a day, the low-intrusion fridges ensure that damage inside the box is kept to a minimum. The units have also proven to perform consistently reliably over time which is vital in an intensive multiple drop delivery application such as our Sainsbury's On Line Groceries." *RE26*

