

# IceCOLD®



Platinum rated GREEN Technology

IceCOLD® synthetic catalyst technology increases the efficiency of stationary and mobile air conditioners and refrigeration equipment from 10% to 20% and higher. This not only reduces the customer's total annual electric bill of which 60% is for cooling; but for each 1,000 KWH of electricity not used by the equipment, the U.S. DOE states that 1,341 pounds of CO<sub>2</sub> are not released.

One corporate customer installed IceCOLD® technology in 10 modest sized refrigerated warehouses and reports an annual CO<sub>2</sub> savings of 960,000 pounds per year.

Installing IceCOLD® in just 1,000 truck cab air conditioners saves \$500,000 in fuel annually every year for the life of the truck (5 years) for a less than \$200,000 fleet install cost. \$2,500,000 5 year savings. A four month payback..... and a savings of 550,000 pounds of CO<sub>2</sub> every year for 5 years = 2.5 million pounds of CO<sub>2</sub> NOT injected into the planet's atmosphere. That is the weight of a ship.

The effect on greenhouse gasses from just 1,000 trucks and 10 warehouses is worthy of note to the world community. Not only is environmental damage reduced substantially, but customers save the cost of the electricity / fuel that would have just been wasted and further depleted the planet's non-replaceable resources.

An estimated 50% of the world's electricity use is for air conditioning and refrigeration cooling. To reduce that by 10% to 20% is truly of great significance. If the billion air conditioners and refrigeration units all had IceCOLD® technology; the global reduction of CO<sub>2</sub> would be 6% to 12% lower. NOTHING known today will lower CO<sub>2</sub> by that much for so little cost.

The world must reduce annual CO<sub>2</sub> production by 80% just to stop the growth, and that wont reverse it. We must start *now*. 1] conservation: a) use less electricity and fuel b) make all our machinery more efficient; 2] non CO<sub>2</sub> generation of electricity (wind, solar, ocean currents), 3] stop killing CO<sub>2</sub> consuming plankton (we are polluting & killing the oceans); 4] increase CO<sub>2</sub> consuming foliage (we must stop burning the rain forests) plant trees.

We are out of time. In just three generations we will fall off of the greenhouse cliff with irreversible damage and the end of life as our generation knows it.