

Fixing the Wheel of Fortune

Shifting away from high costs in supermarket refrigeration
with COLD-SHIFT



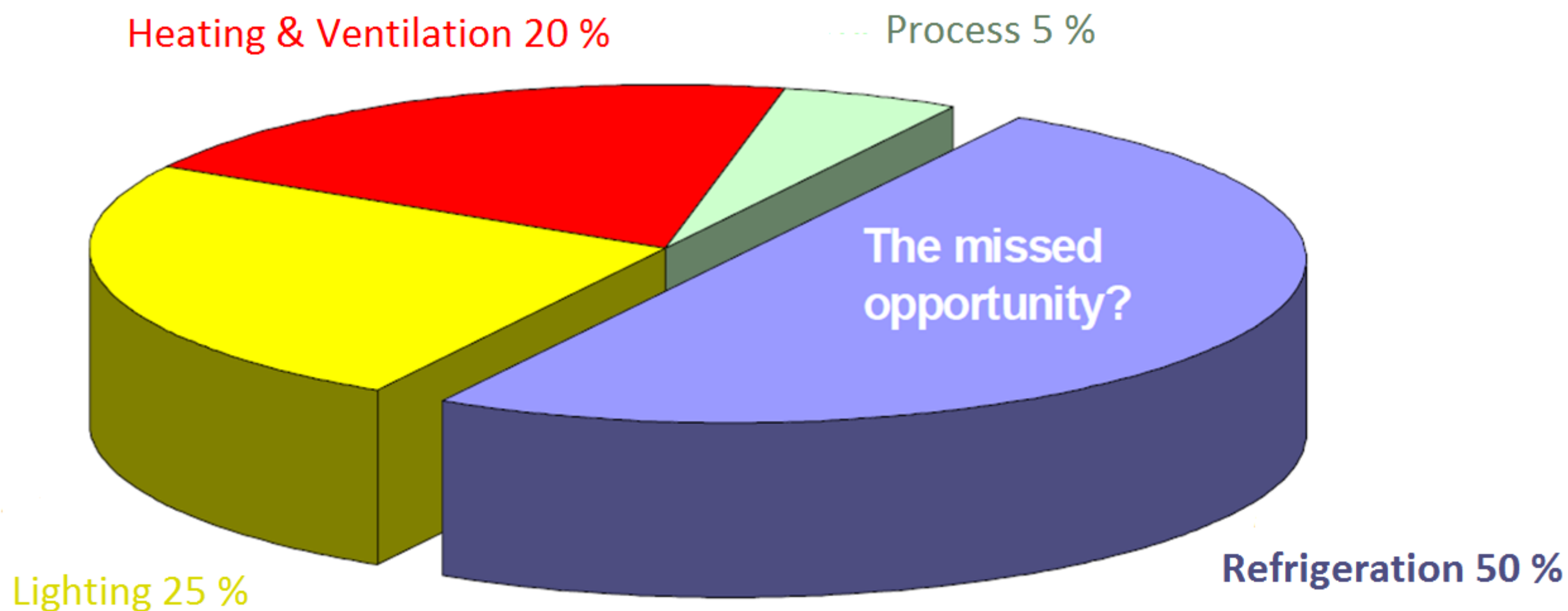
Sietze M. Van der Sluis, entrepreneur.

2015/10/22, KIC InnoEnergy Business Booster, Berlin

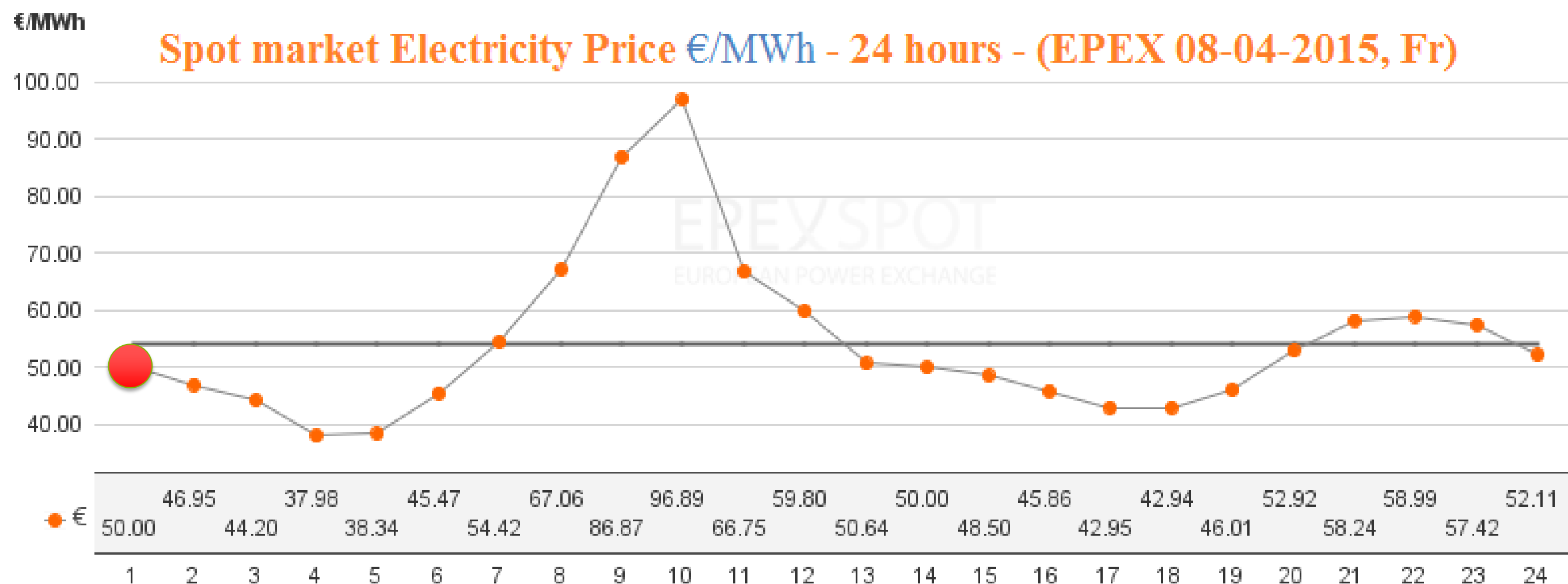


Natural Lighting, “Fossil” Cooling

Supermarket Electricity Use



Electricity price “Wheel of Fortune”



50.00 € / MWh

But: your coolers are not aware!

- ✗ **The coolers in your supermarket take electricity whenever they want it, without “looking” at the price.**
- ✗ **They only react on temperature.**
- ✗ **The price you pay: It’s just like a wheel of fortune.....
(and somehow, always seems too high)**
- ✗ **In the long run, the price tends towards the average**

The Cold Shift solution: we add intelligence

- + One small microcomputer for each cooler
- + Reads electricity prices from the internet, and decides “when to buy” (when to run the cooling compressor).
- + Avoids periods with high price, prefers low price periods
- + The embedded intelligence ensures that temperature requirements are always maintained.

Cold Shift saves up to 15 % on electricity costs.

(measured results from demonstration in a supermarket)

Cold Shift: the additional benefits

- + Simple add-on, quick install outside opening hours.
- + Fail safe, original thermostat remains as a fall back.
- + Cold Shift contributes to the further growth of solar and wind energy in Europe

It's Easy, Safe and Green

Cold Shift – cashing in



Cold Shift investment: 200 € / cooler (including installation)



Savings per cooler average 110 € / year



Less than 2 years payback.



R.O.I. (at 7 years cooler lifetime): 285 %





It's a quick win

Cold Shift: to conclude

- + Cold Shift makes coolers “run” preferably when the electricity price is low
- + Cold Shift saves up to 15 % on electricity costs
- + Cold Shift maintains temperature requirements
- + It's Easy, Safe and Green
- + It's a quick win

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