

## Hybrid cooler – Cold drinks even during power outages

**Athens, 16 April 2018** - Our latest innovation, the Hybrid cooler, has been recently launched and created excitement to our customers in Africa.

Our customers in emerging markets face a major challenge, loss of sales due to lack of cold product for immediate consumption. The reason is unstable power supply, which does not permit conventional coolers to cool down products. Frigoglass, committed to offer innovative, bespoke solutions, has successfully launched the Hybrid cooler, which is designed to mitigate the impact of electricity outages. With the use of eutectic technology, it maintains low temperatures for more than 16 hours in hot environments without requiring electrical power source.



Kostas Mitsotakis, Frigoglass Innovation & Product Development Director, commented:

“Extensive field tests were carried out in 7 African countries in cooperation with beer and soft drinks companies. In ambient temperatures of around 40°C degrees, the Hybrid cooler, using breakthrough eutectic layouts and energy efficient components, keeps products cool and allows customers enjoy refreshment and quality.”

The solution is available both in the Smart and ICOOL product families and, like other Frigoglass cold merchandisers, is equipped with glass door and LED lights, ensuring excellent product visibility and maintaining full illumination during power off cycles. It also uses HFC-free refrigerant that is environmentally friendly and highly preferred by customers.

Shop owners in Africa have praised the unit as the most attractive piece of equipment in their outlets.

For more information on this groundbreaking innovation in the field of point-of-sale refrigeration equipment please contact our local teams.



## About Frigoglass

Frigoglass is a strategic partner to beverage brands throughout the world. We are one of the global leaders in the Ice Cold Merchandisers (ICM) market and the principal supplier of glass packaging in the high growth markets of West Africa.

Frigoglass has long-standing relationships with blue chip customers in the soft drinks and beverage industries. Our bespoke Ice Cold Merchandisers (beverage coolers) enhance our customers' beverage branding and facilitate immediate beverage consumption. At the same time, our leading innovations in the field of green refrigeration enable our customers to meet their sustainability and carbon emissions reduction targets.

With its footprint, Frigoglass is well established in the more mature European markets while it is evolving and establishing its position in emerging markets. We support our customers through manufacturing facilities in eight countries and an extensive network of sales and after-sales representatives.

In our glass bottle business, we are focused on the markets in Africa and the Middle East, which are prime regions of investment for our customers. We aim to create value for our customers by building on our position as a leading supplier of glass bottles and complementary packaging solutions in West Africa and the Middle East.

For more information, please visit [www.frigoglass.com](http://www.frigoglass.com).

## Enquiries

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