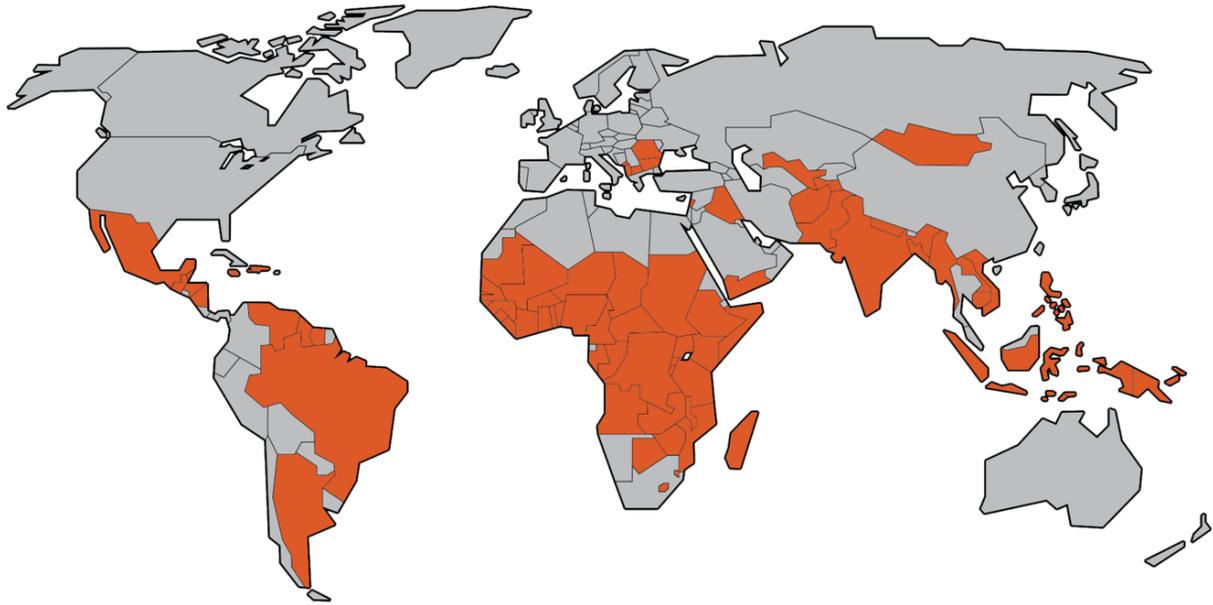


# Keep on cooling even without power

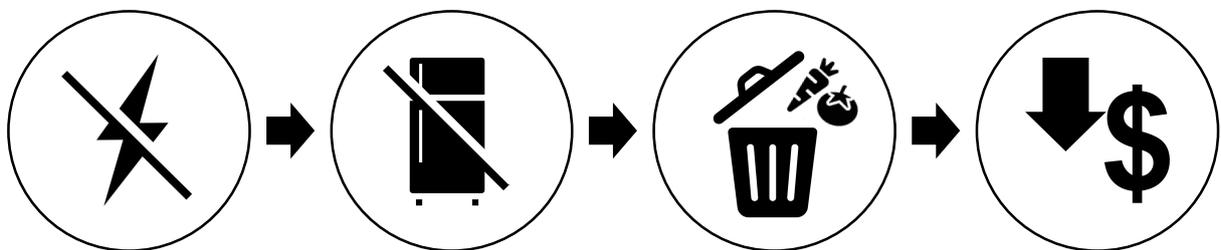
A huge business opportunity in many tropical countries



More than 70 countries suffer from long and frequent power outages (World Bank, 2018)

According to the World Bank over 70 countries in the world – mainly the tropical and subtropical zones – are suffering from frequent and/or long power outages. Reliable cooling is therefore a problem. **Standard coolers cannot work if electricity is not continuously available.** So when the power is down the content warms up quickly, accelerated by the high ambient

temperatures. This is problematic for many shop owners, as offering food, drinks and dairy products at the right temperature is the key selling factor. Moreover, too high temperatures for food and dairy products lead to poor food preservation and high losses: **20% of all food is wasted due to bad cooling**, hampering sales even more.



Power outages → Bad cooling → More food waste → Less revenue



In order to combat revenue and product losses due to insufficient power supply, a few technologies have been developed and are offered by other manufacturers of fridges. Almost all of them are focused on maximizing the holdover time, which tells how long a cooler can keep the products sufficiently cold when there is no power. To maximize holdover time, batteries are added to keep the internal fans working and insulation of the fridge is increased. However, **their ability to also cool down newly placed warm products in the fridge is not possible.**

Normally, shop owners and retailers refill the fridge with warm products at the end of the selling day in order to have cooled down products when they reopen the next day. When a power outage occurs during the night, the just placed **warm products will not be cooled down** and will not reach the desired temperature, resulting in lower sales.

Coolfinity offers a fridge that successfully addresses this problem. Our technology is based on the so-called eutectic effect, with a eutectic material being just plain water. When power is available water will be frozen and once there is a lack of power the ice melts which provides the cooling. This ensures 48 hours of cooling below 6°C. Moreover, **the fridge ensures the cooling down of warm products during the night even without power, resulting in cold products when the shop opens the next morning.** Ready to be sold cold, as they should be.

**This way we have indeed decoupled cooling ability from energy availability by offering a fridge that keeps products cold and is also able to cool down warm products even when there is no power.**

For more information regarding our fridge please go to [www.coolfinity.com](http://www.coolfinity.com)

**Coolfinity**