

Winning Sprints and Marathons



As the message on our cover suggests, in the first five years since we introduced the energy-efficient PrimeLINE® container refrigeration unit to the marine shipping world, it has left all rivals in its wake.

In that relatively short sprint, the installed base of PrimeLINE units grew to become the second largest, only behind the long-time industry-leading Carrier ThinLINE® unit, thanks to broad customer support for the PrimeLINE's technology and reliability.

While we are proud of PrimeLINE's sales leadership, to our customers there is an even more meaningful measure by which PrimeLINE wins: Performance, which is why we've dedicated our cover story to this topic (page 3). Fleets throughout the world have come to depend on the PrimeLINE unit to protect refrigerated cargo while helping to hold the line on energy costs and improve their environmental profiles.

By choosing efficient refrigeration units, shipping lines reduce the amount of power generated to run them and cut a proportionate amount of emissions related to power generation, while also conserving bunker fuel.

Again, take a look at the PrimeLINE's track record. The global fleet of PrimeLINE units commissioned just over the past five years has already saved untold tons of bunker fuel while, by our estimates, will eliminate roughly 5 million tons of carbon emissions in their lifetime of use relative to prior standard performance. Fuel savings, emissions reduction and PrimeLINE's outstanding refrigeration performance – it's a triple win for our customers!

Carrier Transicold is solidly vested in the global container shipping industry, and as leaders – in both technology and customer base – we can make a difference when we develop greener solutions, as our PrimeLINE and PowerLINE platforms (story page 6) prove and our award-winning NaturaLINE™ platform is demonstrating in its sea trials.

Providing winning solutions for our container customers is something we've done for more than 40 years. As with track and field events, there are sprints, marathons and many tests of skill and strength. Carrier Transicold products, like our all-around athlete the PrimeLINE unit, perform like champions for our customers from the starting block to the finish line.

Kartik Kumar
Director of Marketing and Strategic Planning
Global Container Refrigeration

NaturaLINE™ Technology Named Innovation of the Year



Carrier Transicold's NaturaLINE™ natural refrigerant container system was recognized as the Innovation Technology of the Year at the prestigious Containerisation International 2012 Awards ceremony.

The 2012 program had a record number of high-quality entries across all categories, according to Containerisation International, a leading monthly magazine published by Informa Plc.

Carrier Transicold's NaturaLINE system was the only refrigeration technology recognized in the program, which was judged by a seven-member panel representing a cross-section of the supply chain, logistics and shipping industries.

"The judges were impressed with the breakthrough technology encompassed in the design of this new product, which will contribute enormously to reducing carbon emissions while allowing more cargo to move in maritime containers," according to the publisher.

"NaturaLINE responds to our customers' need for increasingly sustainable shipping options," said Kartik Kumar, Global Container Refrigeration director of marketing and strategic planning. "Having made a significant investment into the design innovation, engineering and manufacturing processes that went into the development of the NaturaLINE unit, it is especially rewarding to achieve this industry recognition."

The award was presented in October during a program commemorating the 45th anniversary of the Containerisation International Awards. Paul den Houdijker, Container Products Group managing director, EMEA, accepted the award on behalf of Carrier Transicold.

The Containerisation International award is not the first for NaturaLINE. Last fall, the NaturaLINE unit also achieved "Highly Commended" recognition in the Lloyd's List Global Awards program, and the year prior, NaturaLINE technology won the 2011 Innovation Award for a New Product in the IFW Awards program.



Carrier Transicold's Paul den Houdijker, center, accepts the Containerisation International Innovation Technology of the Year award from Richard Meade, editor of Lloyd's List (left) and Gavin Esler, BBC journalist and host of the 45th annual Containerisation International Awards program.