

# Measuring the Impact Of Sustainable Choices

How much of a difference does it make when you choose environmentally sustainable solutions from Carrier Transicold? **Tons.**

In fact, *millions of tons*, when you consider the curtailing of greenhouse gas emissions related to energy production.

To prove the point, Carrier Corp. recently launched a Web-based CO<sub>2</sub>NSERVATION Meter, which calculates greenhouse gas emissions avoided as a result of the application of high-efficiency Carrier air conditioning, heating and refrigeration systems by customers around the world since 2000.

According to the CO<sub>2</sub>NSERVATION Meter, more than 70 million metric tons of carbon dioxide equivalent (CO<sub>2</sub>e) greenhouse gas emissions have already been saved thanks to customers using energy-efficient Carrier products, such as the PrimeLINE<sup>®</sup> container refrigeration unit.

The CO<sub>2</sub>NSERVATION Meter continuously updates on Carrier's new sustainability "microsite," demonstrating how efficient technologies lead to lower energy demand and associated emissions.

"Energy efficiency is really a two-part proposition in our business," said Geraud Darnis, president of Carrier Corp., explaining that Carrier invests in technologies that advance the

efficiency of products, and customers then choose to invest in those products to secure the efficiency benefits for their operations.

"The Carrier CO<sub>2</sub>NSERVATION Meter demonstrates the power of that choice," Darnis said.

In addition to showing metric tons of CO<sub>2</sub>e saved, the model indicates equivalents in terms of passenger vehicles removed from highways (approximately 14 million cars at the time of printing) and annual household electricity use (enough energy for approximately 9 million homes). The numbers grow with each passing second.

"Carrier's CO<sub>2</sub>NSERVATION Meter is a powerful demonstration that technologies exist today to significantly reduce the energy consumption of heating, air conditioning and refrigeration systems," said John Mandyck, Carrier vice president for Sustainability & Environmental Strategies.

TIAX LLC, an independent, third-party technology company operating laboratories with over 100 scientists, engineers and industry experts, validated the reductions presented in the CO<sub>2</sub>NSERVATION Meter.

Carrier's CO<sub>2</sub>NSERVATION Meter can be found at [www.carrier.com/green](http://www.carrier.com/green).

