



# The HVAC&R Industry

A weekly eNewsletter from ASHRAE



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Advancing HVAC&R to Serve Humanity  
And Promote a Sustainable World

The HVAC&R Industry, ASHRAE's free weekly eNewsletter for HVAC&R professionals, provides relevant, timely information about industry and technology for people who create healthy, comfortable indoor environments.

## Industry News

### Consumers Overwhelmed by 'Green' Concepts, Says Study

KNOXVILLE, Tenn.—Consumers are overwhelmed by notions of what is required and what it costs to make their homes “green,” according to the recent *Eco Pulse* study. “Consumers seem to think green homes are an all-or-nothing proposition—and because of the real and perceived costs, many are throwing their hands up and saying ‘I just can’t do all of this,’” said Suzanne Shelton, CEO of the Shelton Group, which conducted the study.

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### Despite Efficiency Efforts, Dow Raises Prices to Meet Costs

GRAND RAPIDS, Mich.—Dow Chemical announced this week it will raise prices by as much as 25% in July, less than three weeks after announcing price increases of up to 20% that are already in effect. The company says the increases are necessary despite steps it has taken to reduce its energy consumption. “We improved energy efficiency by 22% from 1995 to 2005 and are targeting another 25% by 2015,” said Dow Chairman and CEO Andrew Liveris.

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### Arctic May Be Ice-Free for First Time This Year

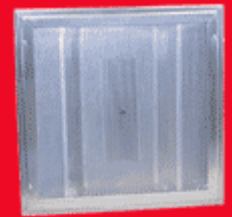
WASHINGTON—For the first time in recorded history the North Pole could be free of ice this summer. The Arctic's layer of multiyear sea ice, which usually accumulates and lasts through the annual melting season, has started to give way to thinner, vulnerable first-year ice. Satellite data gathered by the University of Colorado led researchers to announce there is a 50% chance that ice at the North Pole will melt by the end of summer.

[Read more](#)

### Big Retailers Are Buying Energy Efficiency

AUSTIN, Texas—Several major U.S. retail companies are implementing sustainability features into their stores. Office Depot has installed skylights, computerized lighting control systems and more efficient air conditioning in some of its stores. At one recently built Texas store, the parking lot is concrete, not tar, to reflect sunlight better. Other big retailers such as Wal-Mart, Safeway and Kroger also are installing skylights and self-adjusting lighting, as well as installing LEDs, rather than incandescent bulbs, in their

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freezer units. Office Depot says the sustainable features add about 10% more per square foot to the stores' costs, but reduce energy bills by an estimated 25%.

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## ASHRAE News

### [ASHRAE To Emphasize 'Maintain to Sustain'](#)

SALT LAKE CITY—Opportunities for improving the performance of existing buildings were highlighted at the 2008 ASHRAE Annual Meeting held here. The meeting theme of “Building Performance” was reinforced by 2008–09 ASHRAE President Bill Harrison. His inaugural address focused on operation and maintenance of existing buildings, as well as building new high-performance structures. “Our future holds net-zero-energy buildings, but the vast majority of the buildings that will exist in 2030 exist today,” said Harrison. “[W]e must attack energy use in those buildings with the same focused attention we direct at designing the buildings of the future.”

[Click here](#) to read a transcript of Harrison's address, *Maintain to Sustain—Delivering ASHRAE's Sustainability Promise*.

## Feature of the Week

### [Hybrid Geothermal Heat Pumps for Beachfront Hotel](#)

By **Al Barfield**, Member ASHRAE

This article presents a case study of a ground-coupled geothermal heat pump system installation at a hotel on a barrier island on the Florida Gulf Coast. High priority was given to equipment maintenance, replacement life and performance in the harsh humid and salt air environment. The system had to withstand an unforeseen problem—a hurricane that hit the island.

This article was originally published in September 2006. [Click here](#) to download the article. It will be available here through July 16.

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After July 16, access to the article from this eNewsletter will no longer be available. It will remain available for free download by Members [here](#) and for purchase by nonmembers in the [ashrae.org bookstore](#).

## Product News

### [Commercial AC Systems From LG Electronics](#)

ENGLEWOOD CLIFFS, N.J.—LG Electronics introduces the MULTI V™ series of commercial air conditioners. The air conditioners use a variable refrigerant flow (VRF) heat recovery system that makes it possible to operate cooling and heating simultaneously using only one outdoor unit. The VRF systems use a variable speed inverter compressor and constant speed compressor. Instead of shutting off once the desired temperature is reached, the inverter compressor continues to operate at a low speed to maintain that temperature, resulting in quieter operation and increased energy efficiency.

[Read more](#)

### **Data Center Design Applications From APC**

WEST KINGSTON, R.I.—APC introduces TradeOff Tools™, Web-based applications designed for use in the early stages of data center concept and design development. The seven applications enable data center professionals to experiment with various scenarios regarding virtualization, efficiency, power sizing, capital costs, and other key design issues. They include calculators for carbon, energy efficiency, capital costs and power sizing. Also included are applications that compare different power distribution architectures and that generate prototype rack and row cooling configurations based on the user's preferences and the physical constraints of the room.

[Read more](#)

### **Load Calculation Software From Wrightsoft**

LEXINGTON, Mass.—Wrightsoft® announces the release of the new version of the Right-N® software module. The software enables users to produce calculations and complete HVAC system designs based on the Manual N heating and cooling load calculation method for small and mid-size commercial structures. It incorporates the procedures and applications of the newly revised fifth edition of ACCA's Manual N, the first official rewrite of Manual N in more than 20 years. It enables users to draw the floor plan of a project and have the Manual N worksheet automatically populate to determine the load and generate standardized reports.

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American Society of Heating, Refrigerating and Air-Conditioning Engineers, Inc.  
1791 Tullie Circle, NE, Atlanta, GA 30329-2305.