



D6.5: DISSEMINATION OF PRODUCT COMPETITION.

WP6: Dissemination – know how transfer to procurers and users why and how commercial refrigeration can improve
Task 6.5: Dissemination of product competition

Christof Horvath, Austrian Energy Agency, Austria

Final Version, September 2017

Project Partners



This ProCold project has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement No 649293.



The sole responsibility for the content of this report lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the EASME nor the European Commission are responsible for any use that may be made of the information contained therein.

Dissemination of the product competition

The product competition was a central task of WP5. Within the work of WP6, the results of the product competition were disseminated via various channels to maximise the attention on the most efficient models on the market. Throughout this task full commercial neutrality and independence was kept. The publically presented results were based on the testing activities of an accredited laboratory.

Tasks carried out to promote Europe´s most efficient products

The winners of the ProCold competition were announced during the EuroShop 2017 fair. This is one of the leading retail fairs worldwide and is hosted in Dusseldorf, Germany, every three years. During the event of the fair and the award ceremony a lot of specific tasks have been carried out to highlight the event:

- Design of a ProCold trophy for the winning products
- A specific ProCold winner-logo
- A joint Press release
- A Website article
- Award ceremony at EuroShop

This deliverable describes the effort of each task carried out and displays the results with pictures.

Award ceremony

During EuroShop a ceremony was carried out to award the winners of the ProCold competition. The ceremony was held in the EcoPark forum, a special section of the EuroShop fair. During the ceremony a general overview of the ProCold project and the European legislation was given. The winners of each category were presented one by one. After the ceremony a get together was arranged.



This pictures shows the winner of the ProCold competition and the ProCold Team

ProCold trophy

Each winner was awarded with a ProCold certificate and a glass trophy.



This picture shows the winner certificate and the glass trophy for Sielaff – winner of the category "Glass fronted vending machines"

ProCold winner-logo

To highlight the winning products in the online list, a special ProCold logo was designed. The products were highlighted online on the ProCold and Topten websites directly after the ceremony.



These two pictures show the default logo and the logo used to display the products online.

Press release

To gain as much media attention as possible, a joint press release was made by the ProCold partners in each country.

The press release was made public online at:

http://www.topten.eu/uploads/File/Professional/Pro_Cold_Press%20release_award_ceremony.pdf

Website article

The results of the completion as well as impression of the ceremony were displayed in a special website article.

The article can be downloaded from:

<http://www.topten.eu/pro-cold-award/>

Dissemination impressions

At the EuroShop fair some manufacturers displayed their winning products and their Topten-selected products.



Product stickers on an Arcboa product (left) and on a carrier product (right)



Liebherr displaying their winning products directly at the fair