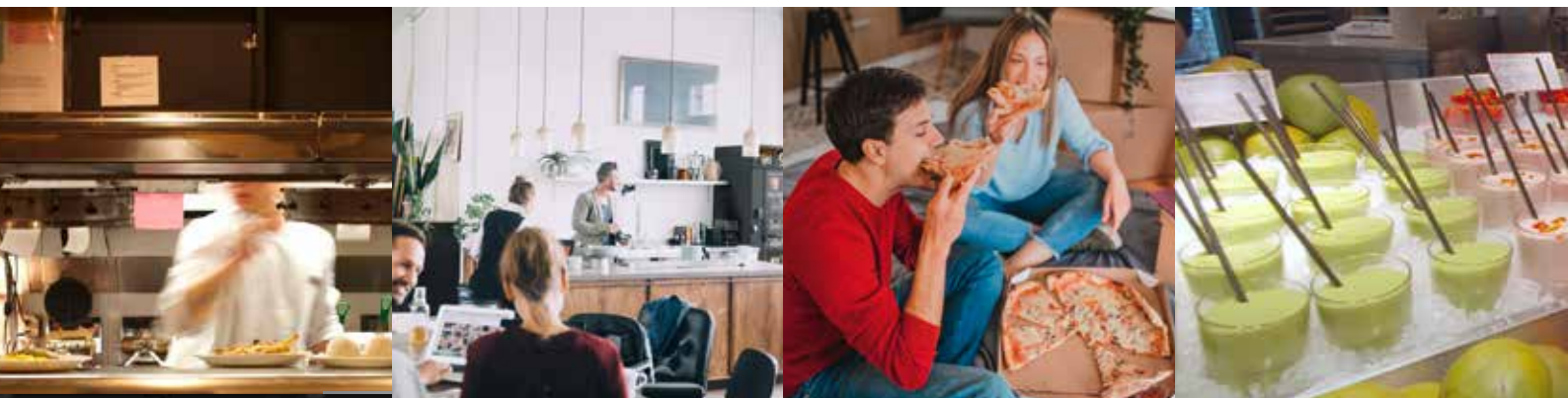


An energy crisis, climate change challenges,
the need for sustainable equipment:

ARE YOU READY?

Just like in transport, construction and other industrial sectors, food service and distribution companies are facing major economic, energy and social challenges. Cooking, refrigeration, heating and lighting are, moreover, particularly energy-intensive.

For any leading, responsible restaurateur or retail brand, a driving influence today is the need to reduce overheads and carbon footprints. Refrigeration is essential to your operation and is an area where True can help you be “more than ready” to achieve your long-term business goals whilst still respecting the environment. Using our energy-efficient, environmentally responsible refrigeration equipment leaves you free to imagine new recipes for your success.



“ Let’s give the food service
and hospitality sector the means
to face these new challenges ”

True
REFRIGERATION

BEYOND
READY



CLIMATE CHANGE:

how we're tackling our sector's challenge of the century.



LOWER EMISSIONS

Food service professionals and their suppliers can contribute to protecting the environment. There are still many ways we can act to reduce the greenhouse gas emissions (GHG) that cause climate change.

Environmental standards are motivating manufacturers

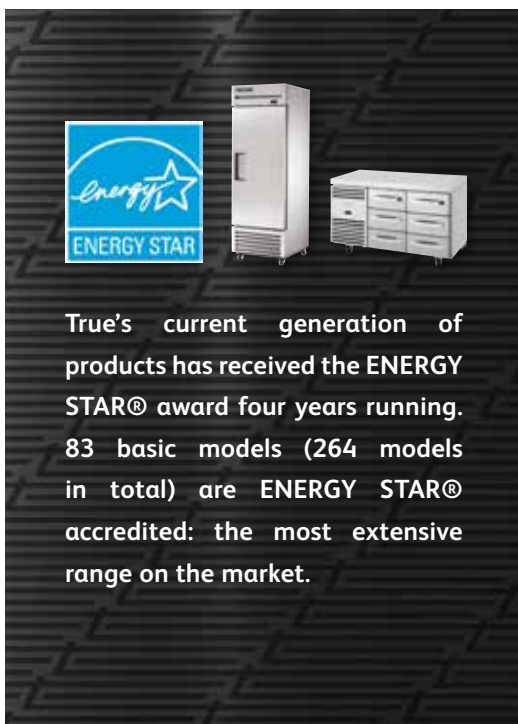
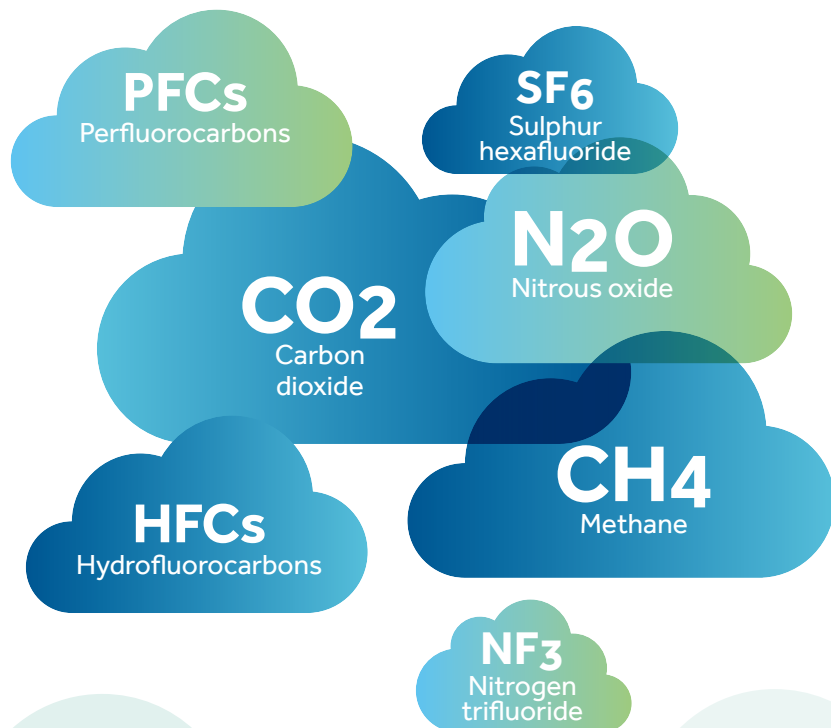
Since 2015, the aim of the European F-Gas regulation has been to reduce CO2 emissions by a factor of 5 by 2030. The fluorinated gases (hydrofluorocarbons), whose Global Warming Potential (GWP) is too high, are progressively being prohibited. This is encouraging manufacturers to use refrigerants with a low GWP.



True's innovation strategy is aligned to these three UN Sustainable Development Goals (SDG). The 17 UN SDGs are all interconnected.

THE 7 GREENHOUSE GASES

targeted by the Kyoto Protocol



True's current generation of products has received the ENERGY STAR® award four years running. 83 basic models (264 models in total) are ENERGY STAR® accredited: the most extensive range on the market.

LESS
CONSUMPTION

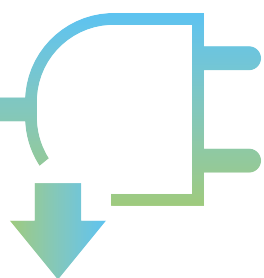


WE'LL GO the extra mile for you

As a private company operating on a global scale, True has long invested in the development of natural refrigerants for commercial refrigeration: we design quality, energy efficient, environmentally respectful equipment. By choosing True you can be assured that your cooling equipment isn't costing the Earth.

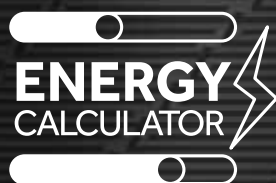
Energy efficiency pays

Operating energy-leading products is beneficial both for the planet and your bottom line. Too much of today's electricity is still generated through the burning of environmentally unfriendly fossil fuels, so by opting for products which consume less, you're saving money and the Earth.



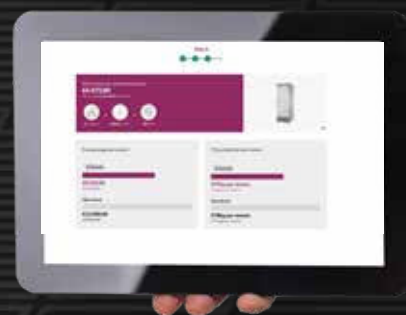
How come the least expensive refrigerator can cost you more?

To calculate the real cost of your refrigeration, you need to consider both the initial purchase price along with its energy consumption over several years. It is often the case that cheaper equipment is also significantly less energy efficient.



Find out the TRUE energy AND environmental costs of your refrigeration equipment!

Use our energy and greenhouse gas (GHG) equivalence calculator to give you an estimate of the monetary and electricity savings you could make by choosing our products. It will also help you to understand the environmental impact of your equipment and help you get closer to achieving your decarbonisation goals.



Door locks as standard

Double glazed doors with True's "Low-E" thermal insulation

Interior LED lighting

True's environmentally friendly R290 cooling system maintains the temperature of the unit between 0.5°C and 3.3°C

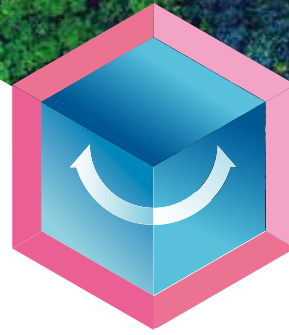
Door hinges and self-closing torsion system

Energy Class: A



WARRANTY 5 YEARS
PARTS, COMPRESSOR AND LABOUR

WE SUPPORT YOUR COMMITMENT WITH OUR OWN



POSITIVE
IMPACT

Your customers are increasingly knowledgeable, and concerned about, the commitment operators and retail brands make to society and to the environment.

They have their own values, which determine where they spend their money. We believe your choice of refrigeration equipment can be a part of your positive impact story. With True, your business can become « Beyond Ready » for the challenges of today and tomorrow.



BEYOND
READY

Refrigeration with minimal environmental impact

> True chooses R290 refrigerant gas

Long before market standards required us to do so, our Hydrocarbon (HC) development initiative was already responding to the crucial issue of environmental protection.

R290 gas does not damage the ozone layer and has a very low Global Warming Potential (GWP = 3).

Its thermodynamic properties are superior to those of traditionally used Hydrofluorocarbons (HFCs), with a thermal capacity approximately 90% higher than that of R404A, and lower viscosity. This means that R290 can absorb more heat, more quickly, resulting in faster temperature recovery and, when harnessed by the latest technology, a considerable reduction in energy consumption.

> A global reputation for durability

Sustainable development is built on products that last. By using only the best quality materials and components, and having full control over our in-house manufacturing processes, we build equipment that can stand up to the demands of a busy operation. It's an investment that can help you avoid disruption to your business, costly repairs and higher energy bills. Buying low quality equipment that has to be replaced regularly and sent to landfill helps no one.



At True, we put all our energy in helping you to save it, with:

- > sustainable products, long-term after-sales guarantees, a responsive after-sales service
- > constant, accurate and safe storage temperatures, even in the most demanding food service environments.



True focuses
on the repairability
and recyclability
of its products

PEACE
OF MIND



A professional kitchen

can be a highly demanding,
highly stressful but highly
rewarding environment to work in.
Let's work smarter, not harder!

Make True's environmentally responsible refrigeration part of the solution to improve your business efficiency and help achieve your long-term environmental goals, but that's not all! For over 75 years, True has been advancing the art of commercial refrigeration manufacturing. To operators who understand that refrigeration equipment is an essential investment, we offer the best value available in terms of dependability, durability, and sustainability, through the widest range of energy & environmentally friendly commercial refrigeration products.

> Your peace of mind matters

By making sure your equipment will last, we can spare you from premature repairs or replacement of the equipment you depend on to store your valuable food supplies.

You can rely on the long-term stability and performance of True products in your business, allowing you to focus on the things that motivate you.

With True, you can be part of the future of commercial refrigeration. You can act responsibly, turn a profit and satisfy the ever-changing needs of your customers.



With True equipment, you improve operational efficiency, energy performance and your brand image.

“ With 'Be Ready', we were already ahead of the market standards. Today, we're going further by bringing you a complete range of efficient, sustainable, cooling solutions. ”



BEYOND READY



LESS CONSUMPTION



PEACE OF MIND



POSITIVE IMPACT



LOWER EMISSIONS

Offices & distribution in London



Warehouses in the Netherlands



Offices & distribution in Basel

EMEA

True International GmbH
Messeplatz 10 - 12
Level 27
4058 Basel
CH
+41 61 563 07 05

UNITED-KINGDOM

True Refrigeration
UK Ltd,
Fields End Road,
Rotherham, S.
Yorkshire S63 9EU
+44(0) 800 783 2049

Learn more

