



eMission for emissions

There are few things that we can be totally sure about.

Life does go on and problems and solutions will always come face to face at some point, and the unstoppable fact that cows will always have wind, no matter how taxing that is in New Zealand.

But following reports after reports after reports that mention the reports of the previous reports we are still faced with a familiar dilemma.

Transport refrigeration units are high emission polluters of diesel fumes and of harmful emissions of refrigerant gases.

We all know that, it is a **fact**.

We cannot think that it is an industry myth that happened long ago and must have changed by now. I have been in this industry for over 35yrs and I was working on equipment in my youth that was already 20 plus years old and as the transport refrigeration industry as we know it today is from the Second World War that means I am close to the start.... Now I am feeling very old.

I have seen so many variation of systems and drives and great announcements of "This is the future" or the end is nigh for the industry.

I have seen companies coming and going with great British companies swallowed up into international cooperate belly's with the loss of some of the industries great innovators and innovations, and of course sadly some of the founding people in this family of the transport refrigeration sector that could see the vision of the future.

So it's left to the ole timers to keep them stories alive and to present a realistic approach to what the future holds and what the past looked like with them ole diesel donkeys parading in and out of the cities and towns without anyone taking any notice.

It seems evident that the Ultra-Low Emission Zone is actual what it says... as it obviously does not look above the ground level to find the highest polluters.

I will lay my cards on the table, I have helped advised and guided companies around the world into my thought on the future of the transport refrigeration sector.

The transport refrigeration sector is on an **eMission to eliminate emissions.**

Just like the continuous changes in the refrigerant gas types inflicted onto the industry over the last 30 years we need to start the transitional process to wean ourselves off of diesel for good.

Bring on the Green Accountants

We must make Total Truck Emissions (TTE) a calculation that runs alongside Total Cost of Ownership. (TCO).

Be true to the numbers and provide your sustainability boards with the clear figures on the actual costs of running diesel transport refrigeration unit with synthetic GWP gases.

Then start to reach out and look at the potential to rebalance your fleets now and to start the process of fleet transition to the future of electric transport refrigeration cold chains.

Don't leave that old diesel donkey in the back of the yard, it can have a new life. There are simple systems that are in the UK market today, that will give the old diesel donkey a transition to become truly electrifying and to reach out for the sun.

A Super eDonkey Transition (SeDT).

These systems are working day and night and are ticking all the green carbon reduction boxes and are helping companies to see the potential savings of fuel costs reducing, breakdowns reducing, fleet uptimes increasing, maintenance packages reducing and the associated levels of driver discomfort like noise will reduce, then continue to add to that the costs of accounting for carbon reduction levels to your board and to your customers and clients. How well it will sound inside the palatial boardrooms when you announce it.

What's not to like about the Super eDonkey Transition.

The changes in the UK are developing fast with great UK innovators and investors backing UK companies that are driving the UK to potentially be the market leader in this fast changing sector.

But we need more investment in diverse companies in the UK to encourage further growth of this technology to make all units eDonkeyfied and to make all future transport refrigeration equipment filled with natural refrigerants.

We need to focus on making all new transport refrigeration equipment transferable to the next generation trailers or trucks and to make it sustainably exportable to all up and coming cold chains around the Globe and not burden them with our old donkeys.

We are in the grasp of making fundamental changes now to the sector and the UK needs to invest to lead the world and be the Global Cold Chain provider.

So just remember when you see that ole Diesel Donkey in the field, just give it a tap with the electric lead and see how it springs back to life.

We need to reduce emissions and we are on that eMission now.

About Norman Highnam MinstR

A leadership award winning and refrigeration industry recognised published transport refrigeration consultant.

Having spent over 35 years in the industry at all levels from engineering to non-executive board level appointments and appointed as a Member of the Institute of Refrigeration.

I provide insight to the global markets and I actively lobby for engineer safety including the removal and control of all types of emissions in the transport refrigeration sector.

[About \(highnamassist.co.uk\)](http://highnamassist.co.uk)



- Transport Refrigeration Specialist
- Cold Chain advisor
- innovator
- Maintenance Cost analysis
- Contract overviews
- Pre audits
- Market Intelligence
- Confidential Advice



