



GreenChill Advanced Refrigeration Partnership



EPA & the Supermarket Industry:
Partners in Ozone Layer Protection

GreenChill's 2008 Strategic Plan

- ▶ **GreenChill's priorities for 2008 lie in 4 areas:**
 - 1). **Achieving Partners' 2008 Goals**
 - 2). **Research**
 - 3). **GreenChill and Partner Marketing**
 - 4). **Recruiting new supermarket partners**



In-Store Marketing Tools

- ▶ **Make the most of your commitment to GreenChill**
- ▶ **Says “This store is special!”**
- ▶ **Tells consumers that you care about the environment**
- ▶ **Tells consumers that you are working with the EPA**
- ▶ **Consumer education**



COOL!



You are in a GreenChill zone.



COOL!

Chillin' for the environment



You are in a GreenChill Zone.

This store uses GreenChill-certified refrigeration technology that protects the ozone layer.

New! LOW PRICES EVERY DAY!



COOL!



**GreenChill-certified refrigeration
technology that protects
the ozone layer.**



GreenChill Zone Dangler



COOL!



GreenChill-certified refrigeration technology that protects the ozone layer.

The graphic features a blue banner with the word "COOL!" in large, white, bold letters. To the right of the banner is the GreenChill logo, which consists of a circular emblem with a green and blue double-lined border. Inside the circle, the word "GREENCHILL" is written in green, flanked by blue horizontal bars. The text "U.S. ENVIRONMENTAL PROTECTION AGENCY" is at the top and "ADVANCED REFRIGERATION PARTNERSHIP" is at the bottom. The background of the graphic is a dark blue shield shape with a lighter blue gradient at the top.

GreenChill Zone Dangler

COOL!



You are in a GreenChill zone.



Floor Display

COOL!

Chillin' for the environment!

U.S. ENVIRONMENTAL PROTECTION AGENCY
GREENCHILL
ADVANCED REFRIGERATION PARTNERSHIP

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This store uses GreenChill-certified refrigeration technology that protects the ozone layer.



COOL!
This store uses GreenChill-certified refrigeration technology that protects the ozone layer.



LOW PRICE EVERY DAY
Green Cubanelle
Pound
1.69
EVERY DAY

Bean Sprouts
1.29
ea.

Green Onions
69¢
bu.

Cilantro
99¢
bu.

Dill
99¢
bu.

Radishes
1.29
ea.

LOW PRICE EVERY DAY
Parsley
Flat Top Curry
99¢
ea.
EVERY DAY



Shelf Talker

COOL!



**This store uses GreenChill-certified
refrigeration technology that protects the ozone layer.**



COOL!



This store uses GreenChill-certified refrigeration technology that protects the ozone layer.



Store Cooler / Freezer Sticker



Store Cooler/Freezer Sticker



Tote Bag



**Partners in
protecting the ozone layer.**

Member Plaque



ABC Grocery

is partnering with U.S. EPA
in protecting the ozone layer.



Manufacturer Sticker



**GreenChill-certified
refrigeration technology that
protects the ozone layer.**



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