

technology on the podium to describe developments in the project. This gave 70-80 retailers a chance to give their perceptions and suggestions, and gave Foster-Miller some insight about the likely reception of the project.

Exposure was also provided by articles in the trade press. Supermarket News is by far the most important trade publication, and it carried several stories about the DOE project. In addition, there were articles in other periodicals covering various aspects of the project, including:

ASHRAE Journal - design and laboratory testing;

Air Conditioning News - field test results; and

Energy User News - field test results.

Early experimentation with the technology by Safeway Stores, Inc., also provided excellent publicity. In 1981, Safeway bought the experimental compressor skids and installed them in one of four refrigeration systems which cooled display cases in one store. When satisfied with its performance, they bought the equipment for other Safeway stores.

#### **4.3.3 Market Penetration**

According to data provided by the Underwriters Laboratories and the Thomas Register, 43 companies manufacture supermarket refrigeration systems. Of these, only seven companies manufacture units that use the unequal parallel design of compressor arrangement, but all seven of these serve national markets, and they include the largest manufacturers of supermarket refrigeration systems. By talking with these manufacturers, we identified two small, locally-producing companies that also manufacture the technology. The companies that do not use the design are mainly manufacturers of specialty cases such as beverage dispensers.