

Natural Cooling for Cool Energy

Specifying the right cooling is something Cool Energy are experts in...

Working with **Natural Instinct**; a natural pet food company, Cool Energy have provided the perfect cooling solution to support their surprising growth.

The Natural Approach to Pet Food

Natural Instinct

Dog food as nature intended

Natural Instinct is a unique pet food producer, using only human grade fruit, veg, meat and natural vitamins they produce a truly natural, top quality range of dog food.

When **Natural Instinct** opened its doors just two years ago owners, Michael and David (pictured below) set up a small production line in an industrial unit. They purchased three Viessmann cold store units, two to freeze their fresh meat supply and the other refrigerated their fresh fruit and vegetables.



Although initially confident that these two cold stores would support them for their first five years trading, to their surprise and delight Michael and David found that within their first year of business they were beginning to out grow their on site cooling and were already looking to expand. Their second year of trading saw them achieve 850% growth, something most start up companies can only dream of.

This impressive growth teamed with national interest, multiple endorsements and positive reviews from the country's top breeders led them to invest further in their on site cooling to ensure they could continue to serve their continually growing customer base.

Selecting the Right Cooling Solution

Their existing cold stores were suitable for storing some products but with increased distribution and a rapidly increasing customer base, a further cold store was needed to store the prepared, customer ready packaged product. Having been impressed with the reliability and easy operation of their existing cold stores from Viessmann, Michael and David contacted Viessmann direct in Germany to recommend a supplier.

Viessmann were able to recommend local supplier Cool Energy to provide them with the perfect cooling solution. CoolEnergy's Steve Prior visited site to assess **Natural Instinct's** current cooling capabilities and specify a solution to meet their growing needs.

Cool Energy's Cooling Solution

Steve was able to propose a rental solution of a further Viessmann cold store/blast freezer that would not only suit their current needs but as a fully re-locatable solution could also expand with them should they move premises or easily be replaced should a more energy efficient model become available in the future.

The direct benefits of hire saw **Natural Instinct** take advantage of tax savings as well as all servicing costs which are included throughout the duration of their rental package.



Cool Energy's Complete Cooling Solutions

Steve specified a 60m² cold store blast freezer with the ability to upscale in size as their growth demanded, the entrance to the store was large enough to allow stock movement by pallet truck rather than their previous hand load stores. The cold store provided energy benefits allowing part cooling to be turned off for partial loads. The blast freezer enabled the pet food to be frozen quickly, exactly as human food would be. This enables a longer shelf life and easier distribution to a wider customer base. The refrigeration output allowed for faster freezing and temperature consistency. Furthermore the Viessmann system comes with fail safe operation to keep their products cool 24/7.

Speaking with Owner/Director Michael McVay of Natural Instinct they were very impressed with the solution supplied by Cool Energy saying it was a "perfect install, even during the snow and bad weather, they never let us down". Steve Prior commented further saying "from initial enquiry to installation the project was delivered within a 4 week timescale. The Viessmann unit ticks all the boxes for **Natural Instinct** and will support their ongoing demands".

Cool Energy, who also operates throughout England, Ireland and Europe, rent air and water-cooled chillers, air blast coolers, cooling towers, air handling units, fan coils, air conditioners and cold storage solutions for long or short periods.

Flexible water hoses, pipe work connections, heat exchangers, power cable and generators can also be provided as part of the package supplied, together with inclusive 24/7 maintenance where required.

Cool Energy can be contacted on **0800 840 4210** or via email on info@coolenergy.co.uk

