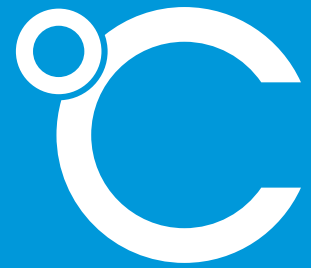


**DAIKIN**



**DEGREE CELSIUS**

December 2009

THE NEWSLETTER FROM DAIKIN REEFER

# award winning technology



**Daikin's ZEFFLE paint wins prestigious Lloyds List energy award**

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**commodity focus**

bananas top world fruit exports

**cold storage**

ArcticStore upgrade with Daikin

**spotlight on**

LXE10E ideal frost & custom PTI

**new LXE10E units**

Hamburg Süd take delivery

**market focus**

leasing sector warms to Daikin

**touch & feel**

seminars go from strength to strength

# Welcome

**D**ear Customers and Readers,  
in my new capacity as  
General Manager of the Daikin  
Refrigeration Office in Rotterdam, it  
is my great pleasure to provide the  
words of welcome to this seventh  
edition of the Daikin Reefer newsletter.

Prior to taking up my new post in  
May, I was based in Tokyo as Manager  
of Sales in Asia and previously served  
also as Manager of Sales Engineering.  
My predecessor in Europe, Mr.  
Shimizu, has now returned to Japan  
as General Manager of Planning,  
based in Osaka.

This is my first experience living in  
Europe and I am enjoying the chance  
to learn more about the region's  
culture and history. In my current  
role, I will be working closely with

David Marjoram and Philip Eastell at  
the Itochu office in London to ensure  
customer satisfaction and build sales  
in Europe.

I look forward to meeting and  
getting to know our customers in  
Europe over the coming months.  
As we all know, 2009 has been  
an extremely difficult year for the  
whole industry and conditions  
remain challenging as we move into  
2010. Daikin remains committed to  
supporting our customers with quality  
products, innovations to further  
improve performance, reliability and  
cost effectiveness, and excellent  
service.

I hope that you enjoy this latest  
edition of our regular newsletter, which  
features a variety of new information

on our products, our services, our  
markets and our customers. May I  
take this opportunity to wish you all  
the best for the festive season, and for  
the year to come.

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Our welcome for this issue comes from Toru Hayashi, General Manager of the Daikin Refrigeration Office  
in the Netherlands.

# Technology focus

## ZEFFLE paint wins prestigious Lloyds List energy award

Following the feature in our last newsletter highlighting the benefits that ZEFFLE infrared reflective paint is bringing to the maritime industry, we are delighted to announce that Daikin Industries went on to be nominated and win the Energy Category in the 2009 Lloyds List Maritime Global Awards.

Now in their 11th year, the Lloyds List Global Awards are held to recognise a wide range of maritime excellence. The 2009 Awards Ceremony took place at London's Royal Lancaster Hotel on 8 October and was attended by 600 guests from around the maritime world.

Commenting on the decision to select ZEFFLE for the prestigious

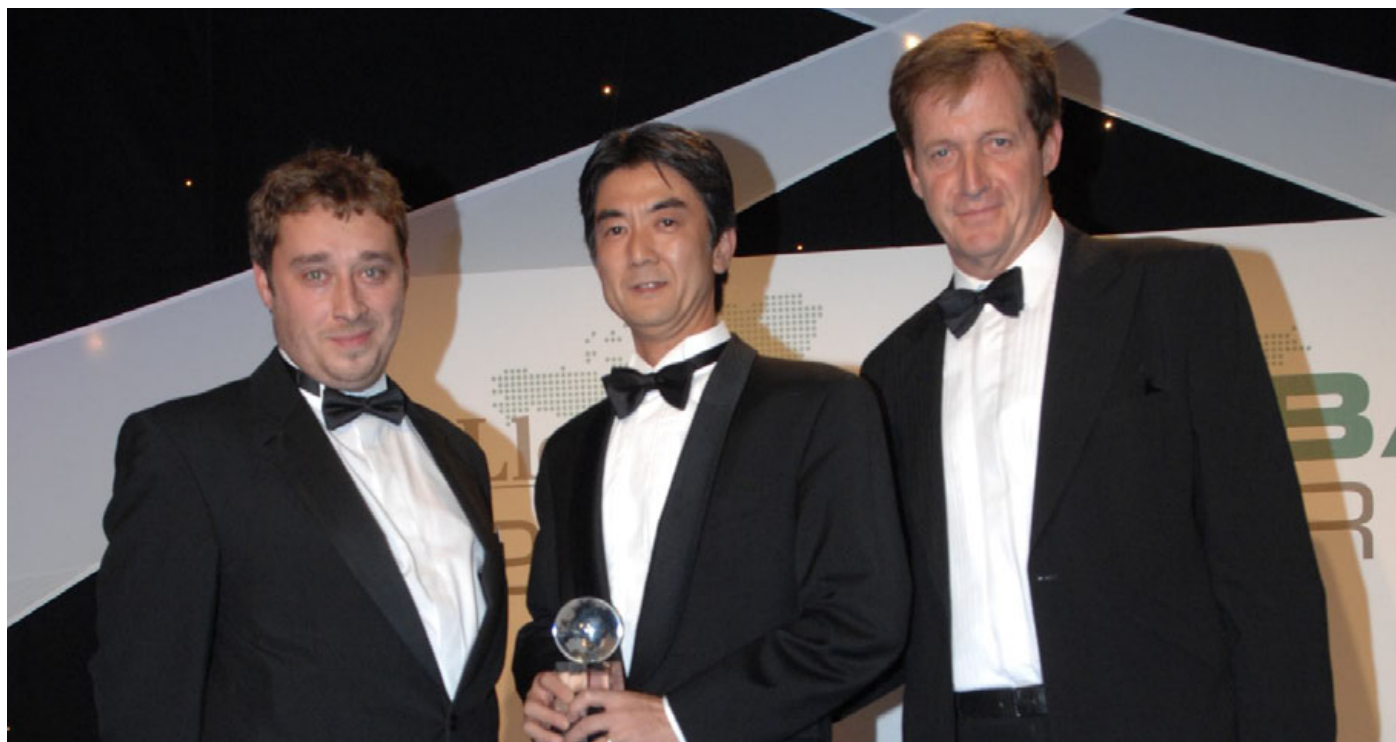
award, Lloyds List said:

*"Daikin Industries nabs the Energy Category because of its ingenious ZEFFLE Infrared Reflective Coating paint, which has extensive applications in ships, containers, tanks, factories, warehousing and storage. It can improve working and storage conditions for factories and warehouses and can be used on tanks to reduce evaporation in oil and chemical tanks and tankers and can also be used on roofs and walls of buildings, road surfaces and cars. ZEFFLE provides energy savings by greatly lowering indoor temperatures and reducing energy costs".*

The Energy Award was received on the night by Motoji Egawa, President



of Daikin Chemicals Europe GmbH from Dimitri Deschaume, Trading Manager at Peninsula Petroleum, sponsor of the Energy category, and special guest Alastair Campbell, press secretary for the former Prime Minister Tony Blair. "This award recognises the highest levels of skills and environmental awareness in a most demanding maritime sector," commented Mr. Egawa.



Dimitri Deschaume, Trading Manager at Peninsula Petroleum (left) and Alastair Campbell, press secretary to former Prime Minister Tony Blair (right) present the Lloyds List 2009 Energy award



## Commodity focus

### Bananas continue to underpin global reefer container trade

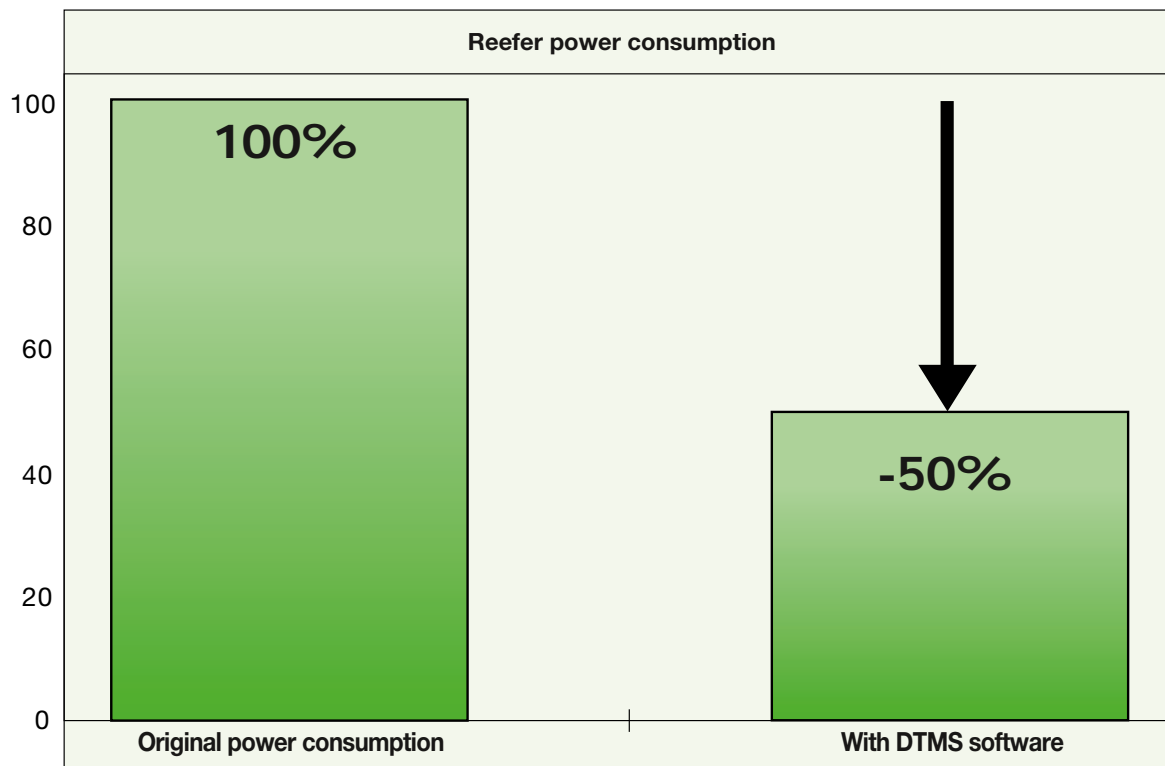
According to the United Nations Food and Agriculture Organisation (FAO), bananas continue to top the world fruit league both in production and export.

**A**s of 2007, some 85.9MT of bananas were produced worldwide, of which 17.7MT were exported. This gives bananas a substantial 36% share of the global fruit export market.

*Bananas remain a critical volume commodity for the global reefer container industry*

Today, bananas remain a critical volume commodity for the global reefer container industry, thanks both to the general growth in production and export and the continued trend towards containerization of banana transport versus conventional shipping methods.

Daikin's LXE10E scroll compressor reefer units have been well-accepted by the banana industry since 2001 and are now operated by 13 out of the top 20 reefer shipping lines.



Power consumption is reduced by upto 50% with DTMS software

For banana transport, the LXE10E provides three key benefits:

### Maintains ideal temperature

The LXE10E's Electronic Expansion Valve (EEV) enables stable heat exchange in the refrigeration unit and leads to stable air temperature. For banana temperature, the spread is within 0.5 deg C. Daikin has been supplying its EEV for more than 10 years and was the first reefer unit manufacturer to offer this system.

### Quickly chills hot fruit to set temperature

Some banana growing regions do not have cooling facilities at the place of harvest. Reefer containers are frequently used to load hot fruit from the field and pull the temperature down to the required set point before onward transport. With a 7.5 horsepower compressor

– the biggest in the industry – the Daikin LXE10E provides powerful cooling operations to reduce banana temperatures as quickly as possible at point of loading.

### Reduces running costs and emissions

The Daikin Temperature Management System (DTMS) is a software program that enables operators to reduce running costs by cutting power consumption. Users can benefit from a power reduction of 50% or more simply by uploading the software. No hardware modifications are required. The lower power consumption also reduces CO2 emissions, ensuring more environmentally-friendly operations without compromising on accurate temperature control. ▶

## Strong service network

The Caribbean and Central America remain the largest markets for banana exports. Ecuador, Costa Rica, Colombia and Guatemala are all among the top 5

banana exporting nations, according to FAO statistics. Daikin operates an extensive service network across the Caribbean and Latin America, ensuring full support for banana growers, exporters and shipping companies.

<b>Daikin Reefer Service Office</b>	
Montevideo	
<b>Satellite parts center</b>	
21: Santiago	
24: Montevideo	
48: Panama	
<b>Authorised Repairer</b>	
1: Tamaulipas	27: Talcahuano
2: Manzanillo	28: Arauco
3: Veracruz	29: Puerto Montt
4: Guayaquil	30: Buenos Aires
5: Manaus	31: Colon
6: Belem	32: Santo Domingo
7: Fotalaza	33: Kingston
8: Suape	34: Santo Tomas de Castilla
9: Salvador	35: Ciudad de Guatemala
10: Callao	36: Puerto Quetzal
11: Arica	37: Cartagena
12: Iquique	38: Port of Spain
13: Rio de Janeiro	39: Buenaventura
15: Santos	40: Puerto Limon
16: Paranagua	41: San Jose
17: San Francisco do Sul	42: Puerto Caldera
18: Itajai	43: Vitoria
19: Valparaiso	44: Puerto Cabella
22: Santiago	45: Ensenada
23: San Antonio	46: Puerto Barrios
25: Montevideo	47: Rio Grande
26: Puerto Lirquen	



**Daikin Central and South American service network**

<b>Daikin Reefer Service Office</b>	
Singapore	
<b>Regional parts center</b>	
9: Singapore	
<b>Satellite parts center</b>	
10: Singapore	
<b>Authorised Repairer</b>	
1: Mumbai	
2: Bangkok	
4: Manilla	
5: Davao	
6: Ho Chi Minh City	
7: Songkhla	
8: Port Klang	
11: Singapore	
12: Bandar Lampung	
13: Jakarta	
14: Surabaya	
15: Chennai	
16: Cochin	
17: Colombo	
18: Butterworth	



**Daikin South East Asian service network**



# Customer Focus

Hamburg Süd invests in 1,000 new Daikin LXE10E units

Marc Staroschinski of Hamburg Sud with their new Daikin Containers in China

Hamburg Süd, a leading player in the global transport of temperature-controlled cargo, has taken delivery this autumn of 1,000 new Daikin LXE10E refrigeration units.

**T**he German-headquartered ocean carrier says that reduced ownership costs, energy savings and precision of temperature control were key factors in its decision to invest in the latest Daikin equipment.

Since its foundation in 1871, Hamburg Süd has evolved into a worldwide logistics and ocean transport organization dedicated to providing customers with tailor-made transport solutions. One of its special areas of expertise is the transport of temperature-controlled cargoes, where the company has been consistently at the forefront of new technology developments and has

developed an unrivalled know-how. Today, refrigerated cargo is one of the most important commodity groups carried on Hamburg Süd's container vessels worldwide.

*"Our decision to purchase these latest Daikin LXE 10E refrigeration units was triggered by a number of key reasons,"* said Martin Schoeler, Deputy Director Logistics for Hamburg Süd.

*"Firstly, the total cost of ownership of the Daikin LXE10E units has been improved significantly with the introduction of Daikin's energy management software solution, DTMS."*

**To support Hamburg Süd with its expertise in the reefer market, the new Daikin refrigeration units will provide:**

- The precise temperature control required by the company's customers
- One of the lowest power consumptions available in the market
- The excellent reliability operators have come to expect from Daikin



## Customer focus

ArcticStore upgrades with Daikin to provide superior service for UK cold storage market

Daikin looks forward to working on future projects with ArcticStore and the TITAN Containers Group, and introducing the LXE10E to an ever growing customer base

UK-based ArcticStore, part of the Danish-headquartered TITAN Containers group of companies, provides portable cold stores, container cold stores and ambient storage containers for long or short term hire throughout the UK. As part of its commitment to bring the full benefits and advantages of the latest technology to the domestic cold storage

market, ArcticStore has been actively investing in new refrigeration machinery and containers throughout 2009.

Daikin is delighted to have been selected as one of ArcticStore's key technology providers and has been supplying its LXE10E refrigeration units for retrofit to the company's fleet of



domestic storage containers. The new Daikin units are replacing other manufacturers' older and inefficient models that are unable to cope with today's demands for temperature control and range, cost-efficiency and environmental performance.

*Daikin is delighted to have been selected as one of ArcticStore's key technology providers*

Customers can make substantial savings in running costs per day when operating the

new Daikin machines when compared to those typically used in the rental market.

ArcticStore has also fitted a Daikin unit to its first ever 48ft wide body reefer container. The company is now expanding this business further and will be delivering additional 48ft reefer boxes in the future, fitted with Daikin machinery. This is a new and exciting development for both ArcticStore and Daikin.

**Further information on ArcticStore, including reefer container applications using Daikin machinery can be found at: [www.arcticstore.co.uk](http://www.arcticstore.co.uk)**

**Layland Barker, Managing Director of TITAN Containers, commented:**

*"We are committed to bringing the best possible storage solutions to our customers. Reliability, performance and the financial benefits to both ArcticStore and our clients have been the key factors in our decision to purchase Daikin units for our ArcticStore business.*

*We and our customers are now experiencing the excellent reliability and environmental benefits of reduced power consumption that operating the Daikin LXE10E units deliver.*

*This is additionally supported by a very experienced and professional Technical Team based in the Daikin Rotterdam office, which assists ArcticStore on bespoke refrigeration solutions."*

*"During 2009, domestic storage containers with the new Daikin units have been*

*deployed into both the UK and Danish markets," adds Barker. "The Daikin units have been well received by our customers and it is expected that we introduce reefer containers with Daikin units to additional countries from 2010."*

*"We and our customers are now experiencing the excellent reliability and environmental benefits of reduced power consumption that operating the Daikin LXE10E units deliver"*

Daikin looks forward to working on future projects with ArcticStore and the TITAN Containers Group, and introducing the LXE10E to an ever growing and diverse customer base, supporting demand for both new machines and the secondary sale markets.

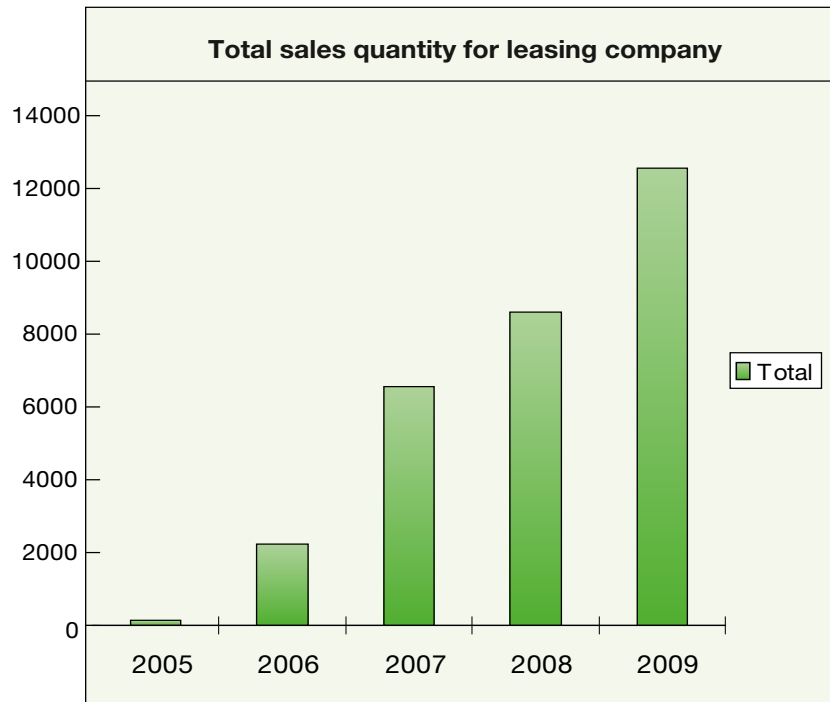
# Market focus

## Leasing sector warms to Daikin

Having focused traditionally on serving the world's container shipping lines, Daikin entered the reefer container leasing market just four years ago.

*Unit sales of the LXE10E machine into the global lease market are approaching the 10,000 mark*

Since 2006, our leasing customer base has grown steadily year-on-year. Today, unit sales of the LXE10E machine into the global lease market are approaching the 10,000 mark, demonstrating the growing recognition of Daikin as a reliable supplier to the leasing as well as the shipping market.



# Service focus

## Global spare parts and service network sees further expansion

		Asia	Latin America	North America	Europe / Africa	Others	Total
<b>Parts Centre</b>	Regional PC	2	1		1	0	<b>4</b>
	Satellite PC	1	3	1	2	3	<b>10</b>
<b>Service Network</b>	Contractor location	75	52	31	97	32	<b>287</b>
<b>Technical Support</b>	Regional service managers	4	2	1	3	1	<b>11</b>
	/ engineers						

Our comprehensive worldwide service and spare parts network is a critical element in Daikin's customer support strategy. Continuing our efforts to provide the highest level of support across the globe, this year has seen the creation of service dealerships in nine new locations:

### West Africa

Abidjan (Côte d'Ivoire), Tema (Ghana), Dakar (Sénégal)

### United Arab Emirates

Jebel Ali, Khorfakkan, Sharjah

### Argentina

Mar del Plata, Puerto Deseado, Rosario

# Service focus

## Touch and feel seminar programme goes from strength to strength

**D**aikin's touch and feel (T&F) seminar programme continues to grow in scope and popularity. Now in its third year the T&F programme provides an opportunity for customers to get up close to a Daikin unit, with a practical demonstration of key features and functions, basic operational training and chance to meet face to face with regional service and sales staff.

The first T&F seminar was held on the US west coast in 2007 and since then the Programme has been expanded to Asia, South America and Europe. New locations were added once again in 2009. The latest T&F seminar was held in Ecuador during September, with participation from key fruit production companies and shipping lines including:

JFC Bonanza, Ecuadorian Line, Dole Ecuador, Maruba Ecuador, CCNI Ecuador, CSAV Ecuador.

Location	Schedule Plan
<b>Europe</b>	
Rotterdam, Netherlands	2Q 2009
Antwerp, Belgium	4Q 2009
Hamburg, Germany	1Q 2009
UK	2Q 2009 & 1Q 2010
Italy	1Q 2010
Lisbon, Portugal	TBC 2010
<b>South America</b>	
Montevideo, Uruguay	4Q 2009
Chile	4Q 2009
Buenos Aires, Argentina	4Q 2009
Brazil	4Q 2009
<b>North America</b>	
Los Angeles, USA	4Q 2009
Miami, USA	4Q 2009
<b>Asia</b>	
Singapore	4Q 2009

For more information on registering for a T&F seminar, please contact: [info@daikinreefer.com](mailto:info@daikinreefer.com)

# Technology focus

## Introducing Ideal Defrost and Custom PTI



Users can now choose between chilled or frozen modes

In this issue, we focus the spotlight on two new functions of the Daikin LXE10E scroll compressor: Ideal Defrost and Custom PTI. Both functions were launched in July 2009 and are now available on all new machines.

### Ideal Defrost

Ideal Defrost is new program which reduces defrosting time by 20-65%. The program is particularly effective where the volume of frost is relatively small. Key benefits of shorter defrosting times include less heat influence on cargoes and reduced power consumption.

### Custom PTI

In addition to the existing Auto Short or Full PTI options, Daikin has now introduced two new auto PTI alternatives - Frozen PTI and Chilled PTI. Depending on the next cargo booked, the user can now choose either Chilled or Frozen mode. Compared to a conventional Full PTI, the time required to conduct a Chilled PTI will be about 60% shorter.

# DAIKIN people



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## **Ayumi (Matsumura) Okuma joins Reefer Sales Team**

Ayumi (Matsumura) Okuma has joined Itochu Metals Corporation to work with the Daikin global sales team. She previously worked in the container leasing industry and brings 14 years of experience in the marine container market, most recently as Sales Manager - Japan for Florens Container. Her responsibilities include Asia Pacific sales and corporate function.

*"I am very pleased to be working with Daikin, a high-quality producer of refrigerating machines, refrigerants, chemicals, air cooling systems and hydraulic equipment. It is my honour to be a part of the international team for the reefer sales division. I look forward to working with our customers and keeping them satisfied toward our future mutual growth."*



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## **Masahiro Fujioka joins Reefer Sales Team**

In April of this year, Masahiro Fujioka joined the Daikin reefer sales team from the production control department of the Kanaoka factory.

Mr. Fujioka brings more than 10 years' experience in China from his previous career. He now starts a new challenge in the reefer sales division, where he will mainly focus on taking care of customers in China.

*"I am a perfect newcomer in this field and have great expectations of learning a lot of valuable experience from colleagues and customers. I'm really pleased to be a part of the reefer sales team and giving my best effort to ensure customer satisfaction."*

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