



**For Immediate Release**

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**Carrier Transicold Ensures Valentine's Day Keeps Coming up Roses**

**RUEIL-MALMAISON, France, January 27, 2017** — With millions of red roses set to be delivered this Valentine's Day, [Carrier Transicold's](#) transport refrigeration technology is doing its part to ensure each delivery arrives fresh. It will also help to surprise 12 consumers this February 14<sup>th</sup> with a rose bouquet as part of its pan-European Cool Valentine's Day Contest, which provides a behind-the-scenes look at the journey that roses typically make from hothouse to vase. *Carrier Transicold Europe is a part of UTC Climate, Controls & Security, a unit of United Technologies Corp. (NYSE: UTX).*

The Cool Valentine's Day Contest follows roses from grower to exporter, wholesaler to retailer with a [series of online videos](#) and animations that highlight Carrier's temperature control and monitoring procedures at each stage throughout the cold chain.

"Our aim is to showcase how flowers arrive fresh on Valentine's Day and demonstrate the integral role our transport refrigeration technology plays in the process," said Victor Calvo, vice president and general manager, Carrier Transicold Truck Trailer International. "Red roses will put smiles on millions of faces come this

February 14<sup>th</sup> and we're very proud of the part our truck and trailer refrigeration equipment plays in making that happen.”

Composed of around 70-95 per cent water, flowers are delicate and require precise temperature control during the picking, packing and transport phase to optimise vase-life.

Carrier Transicold's first Cool Valentine's Day video features its innovative and fuel efficient engineless refrigeration units – each powered by an ECO-DRIVE 25C GenSet – which helps to ensure the roses are delivered fresh from the grower to auction.

The shipment is then carried by the wholesaler or exporter on a trailer equipped with a Vector™ 1550 unit, also powered by an ECO-DRIVE 25C, to travel across Europe and optimise temperature control during long haul transport.

These units are designed to maintain precise temperatures and control moisture levels, which minimises the risk of botrytis, a plant fungus, and mould spoiling any of the shipments.

To see the full journey visit [www.coolbycarrier.com/coolvalentinesday](http://www.coolbycarrier.com/coolvalentinesday), and for more information on Carrier Transicold and its products and services, visit

[www.carriertransicold.eu](http://www.carriertransicold.eu). Follow Carrier Transicold on Twitter: [@SmartColdChain](https://twitter.com/SmartColdChain).

#### **About Carrier Transicold**

Carrier Transicold helps improve transport and shipping of temperature controlled cargoes with a complete line of equipment and services for refrigerated transport and cold chain visibility. For more than 45 years, Carrier Transicold has been an industry leader, providing customers around the world with advanced, energy-efficient and environmentally sustainable container refrigeration systems and generator sets, direct-drive and diesel truck units, and trailer refrigeration systems. Carrier Transicold is a part of UTC Climate, Controls & Security, a unit of United Technologies Corp., a leading provider to the aerospace and building systems industries worldwide. For more information, visit [www.carriertransicold.eu](http://www.carriertransicold.eu). Follow Carrier on Twitter: [@SmartColdChain](https://twitter.com/SmartColdChain).