

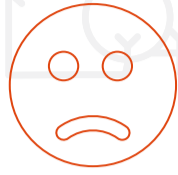
How companies decide to use heating and cooling in industrial processes

Download the full report at www.front-rhc.eu



Current Systems

Most use **natural gas & recovery from waste heat**



People are unhappy with equipment price and fuel price

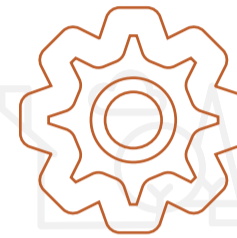


Most of them are happy with system adaptation to the process conditions and ease of use

Information Sources



People from the industry are most likely to listen to professional opinions



Opinions from technicians and colleagues also influence their decisions

Purchasing Criteria

When making a decision, people care most about

1
Reliability and safety

2
Total economic savings

3
Process requirements

Awareness



76% of this sector is aware of **Renewables for Heating and Cooling**

The most aware are wood related, textile and clothing industries

The least aware are metal, rubber and plastic industries

Perceived attributes

- 1 eco-friendly
- 2 imply high savings
- 3 require high investment

Renewables for heating and cooling

Perceived adequacy

The least likely to change to renewable **heating** are: the chemical and metal industries

The least likely to change to renewable **cooling** are: the textile, paper, chemical and metal industries

Willingness to pay

50% would pay more



The most willing to pay are from the Netherlands, Spain, and Portugal



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