



Pure

Retail Solutions



PURE

Pure Expertise

Our solutions give you complete control over the retail environment, enabling you to create a welcoming, comfortable space that encourages your customers to linger, relax and spend more.

We know that the customer experience is critical in driving sales, so we've developed solutions that deliver a welcoming atmosphere from the moment your customers enter the store. At the same time we offer leading energy performance that lowers your running costs per square metre and highly efficient, compact units that maximise your available selling space.

Creating a positive in-store experience and demonstrating sustainable values are important to support your brand. Our versatile technologies create a complete climate control system, which is simple and easy to use in-store, yet which offers sophisticated remote monitoring and diagnostics, driving leading performance and minimising maintenance requirements to protect your revenue.

That's pure business sense.



NUMBER #1

Daikin is the
**GLOBAL
NO.1**
Air Conditioning
Company

A person is walking away from the camera down a brightly lit clothing store aisle. They are wearing a light blue t-shirt, light-colored cargo shorts, and black sandals. A blue bag is slung over their shoulder. In the background, there are several metal racks filled with various clothing items, including white shirts and yellow tops. The floor is a polished, light-colored material that reflects the overhead lights.

Pure Capability

Giving you access to specialists
in the retail space



We understand that customers in the fitting rooms need different temperatures to those at the till or as they walk in. And when it comes to system design, our experience means that we will add value at every stage before handing you over to our accredited installer network for a guarantee of quality installation. Alternatively if you have existing partnerships in place, we're happy to work with them.

Our dedicated retail sector specialist will help to identify the right heating, cooling and ventilation solution for your needs, including heat recovery options, energy-saving innovations, intelligent controls and remote monitoring that deliver proven value to your business.

Innovative heat recovery solutions can operate different temperature zones throughout the building, capturing excess heat in one area and re-using it to run air curtains, heat water or warm other areas. We can also help you to meet regulatory constraints by providing flexible solutions for any location. And we'll ensure that any system is designed to expand or change as your needs evolve, whether you are operating a single, boutique site or one or more larger premises with complex requirements.

As part of your Corporate Support package, you can depend on the support of a financially strong business focused purely on energy management and climate control.

Along with market-leading innovations and technologies, you'll benefit from high levels of service based on transparent pricing from your dedicated sector specialist.

And all this is supported by a national network of fully trained and accredited contractors to fulfil your extended warranty terms.

KEY FACT

Daikin UK is a wholly owned subsidiary of
DAIKIN EUROPE NV GROUP,
EMEA HQ of Daikin Industries

Pure Vision

Solutions reducing your total cost of ownership

The retail sector changes at a rapid pace and that means it's essential to remain ahead of the curve, taking advantage of innovations to achieve competitive advantage. As part of our long-term vision, we will show you how to invest in energy efficient solutions and stabilise your running costs, lessening the impact of price rises over the long term.

To ensure those running costs remain low and performance remains high throughout the lifetime of the system, we offer extended warranties from our approved installers.

If required, we can also create an installation and service package, with work scheduled to minimise disruption to your customers and staff.

Renowned for being highly reliable, our systems are designed for low maintenance and are backed up by extended warranties from our suppliers.

Remote monitoring capabilities will further enhance the lifespan of your assets and ensure your systems are maintained to optimum efficiency, for the lowest total cost of ownership.



360° EFFICIENCY



GLOBAL RECOGNITION

Named in the Forbes
TOP 100
MOST INNOVATIVE
companies in
the world



Pure Efficiency

Cut your energy costs and improve your bottom line

The Carbon Trust estimates that for retailers a 20% cut in energy costs has the same impact on your bottom line as a 5% increase in sales. Key to optimising energy efficiency is heat recovery, which balances the heating and cooling demands of a store, saving up to 60% on energy costs.

Heat recovery reclaims any waste heat from cooling systems to create 'free' heat for air curtains, ventilation and hot water. Now a new generation of VRV heat recovery solutions with Variable Refrigerant Temperature control has delivered an incredible 30% leap in seasonal efficiency, raising comfort levels even further.

Daikin also has the largest range of Enhanced Capital Allowance (ECA) compliant products in the market, delivering enhanced tax relief for investments in energy compliant equipment. So when you work with Daikin, energy efficiency also means cost efficiency.

But when we consider the efficiency of our products we don't just look at pure energy consumption, we look at ways to make the entire experience of operating and managing each system as easy and efficient as possible. As well as reducing energy consumption by up to 50%, our innovative self-cleaning roundflow cassettes also remove the need for

3 CORE TECHNOLOGIES

Daikin leads the market with cutting-edge core technologies

HEAT PUMP

Extracts and uses latent heat from the air – around 300% efficient

INVERTER

Adjusts power to suit the requirement – 30% more efficient

Daikin
Core Technology

REFRIGERANT CONTROL

Adapts capacity to meet the usage patterns

specialist cleaning as the filter can be emptied in minutes using an ordinary vacuum cleaner just twice a year.

We also make it easier to upgrade systems, for example by retaining the existing pipework of old R22 systems, which can no longer be maintained since the ban on R22 refrigerant.

Daikin's energy saving solution for upgrading R22 systems reuses existing pipework, so disruption to stores can be minimised while improving system performance and meeting the latest legislation requirements.

LOWER RUNNING COSTS

Client monitoring of a new VRV project shows

**39% LOWER
RUNNING
COSTS** than
any previous systems

EFFICIENT UPGRADES

Seasonally efficient
Sky Air outdoor units

**PERFORM
20% BETTER**
than non-seasonally
efficient solutions

Pure Design

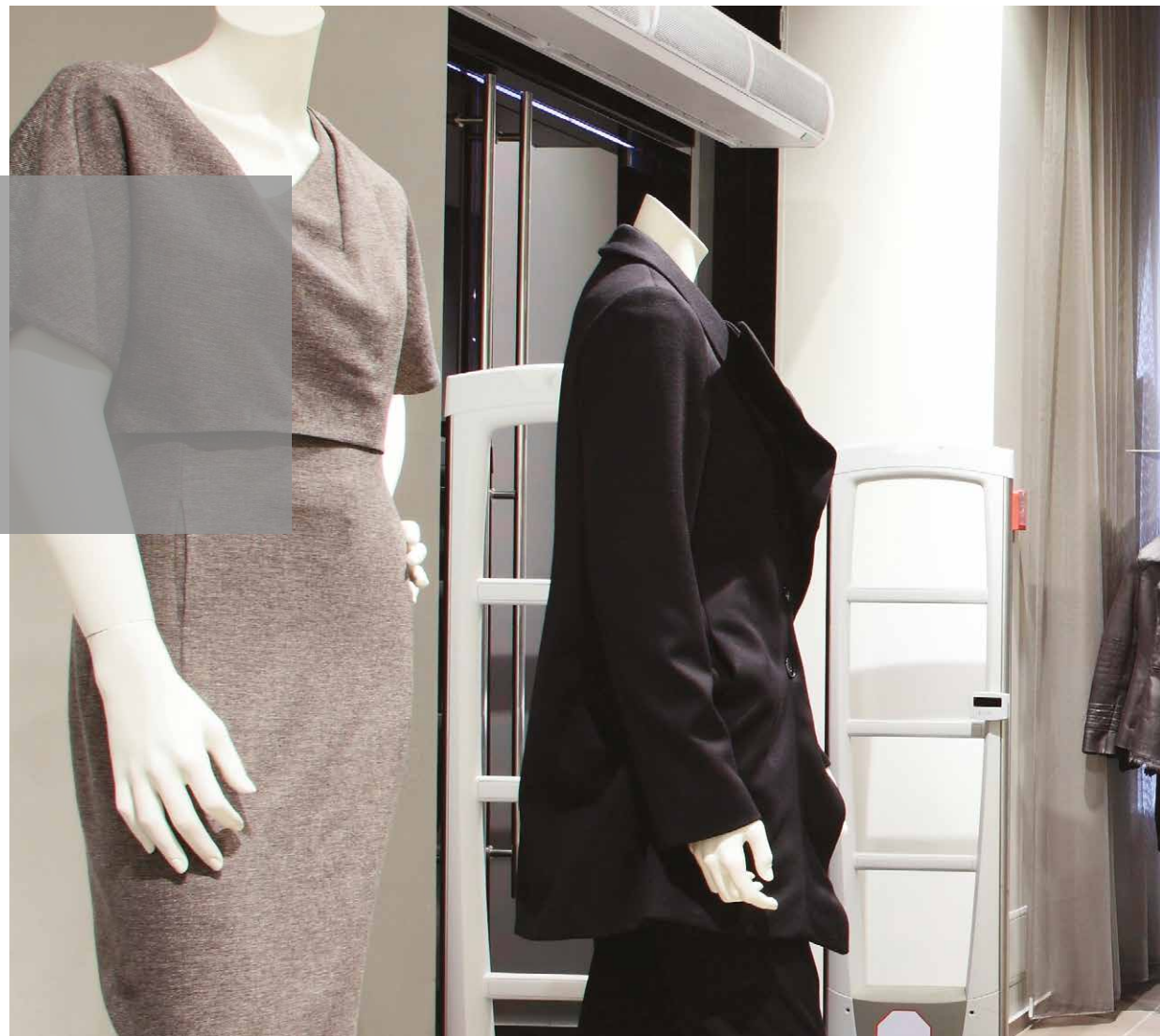
Stylish units that complement your interior design

Our wide range of stylish and discreet indoor units provides configurations for every retail space, giving you the benefit of our highly efficient technology, whatever the design of your store.

Slim fit and wall mounted units matched to your interior meet both aesthetic and energy needs whilst also supporting the look and feel of your brand and preserving floor space. Slim ducted and concealed units blend almost unseen into your store, while floor standing units with small footprints preserve floor space, fitting unobtrusively into recesses or under windows.

Our roundflow units have a 360° air pattern to give uniform airflow and temperature. The unit's filter self-cleans once a day – not only optimising airflow and improving energy efficiency by up to 50%, but also reducing dust streaks on the ceiling.

Our goal is to create the perfect browsing atmosphere, without any noise or drafts, so your customers will linger longer and spend more. And when it comes to protecting your reputation, our ultra-quiet exterior units will help you maintain good relations with neighbours by avoiding external noise pollution too. Small footprint units can even be installed inside, when there simply isn't the space to do so outside. In fact, you can rely on us to find a solution for every location.





HEAT RECOVERY

Air curtains use
**72% LESS
ENERGY**
than electric models

ENERGY / COST SAVINGS

OUR SELF-CLEANING
INDOOR UNITS CUT
**ENERGY
CONSUMPTION
BY UP TO 50%**
SAVING £272 PER UNIT
IN A RECENT TRIAL



Pure Control

Putting you in control of your climate

Effective control of your heating, cooling and ventilation systems means optimising performance based on your opening hours and footfall. It's also about analysing data from your equipment to provide predictive maintenance and flag up any issues before they cause a failure. This is essential to avoid any unnecessary disruption to the shop floor.

Daikin's retail management system reduces running costs by operating intelligently according to opening hours and occupancy levels, so that energy efficiency is maximised.

Analysis of footfall, daily usage patterns and zone-specific activity means heating and cooling can be set accordingly, with the back-of-house areas operating differently from the shop floor. This allows you to optimise the climate for customers and staff throughout the working day, while reducing the setpoint during times of low footfall.

We also offer a service that uses weather forecast information combined with data from your air conditioners to implement energy-saving measures remotely when appropriate. Our intelligent control systems allow you to accurately manage and adapt energy use by time and location.



For even greater energy efficiency, ventilation systems and over-door air curtains can be included within the heating and cooling strategy. This ensures all units work effectively together to prevent clashing, and can be integrated within your existing building management system incorporating lighting, signage and security.

Once defined, the HVAC strategy can be implemented across multiple locations with parameters set automatically, yet allowing localised control for real time flexibility. And all this can be monitored remotely from any device, to recognise faults or incorrect operation, giving you peace of mind that your heating and cooling systems are always working as efficiently as possible.

COST SAVINGS

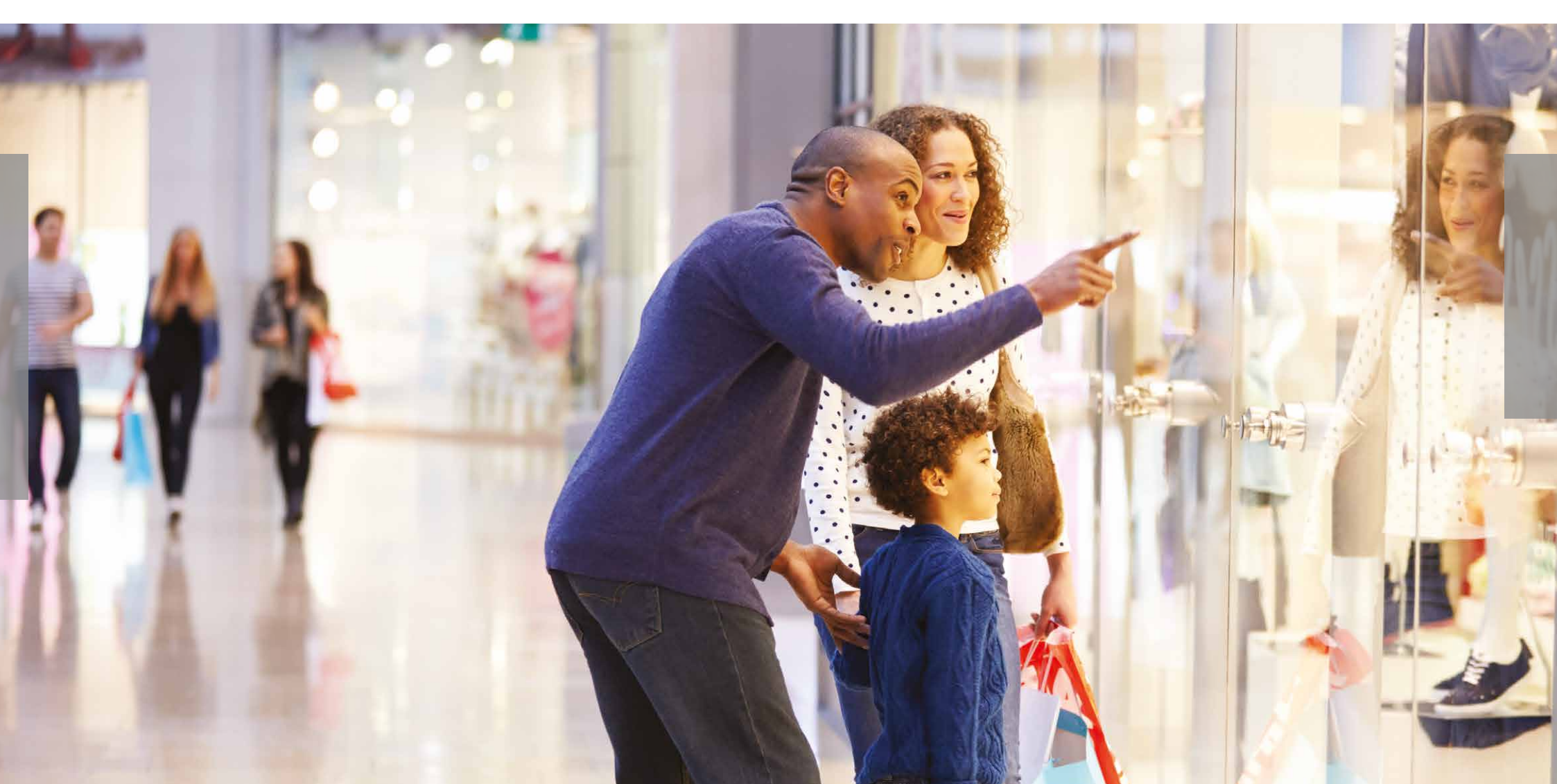
Variable Refrigerant Temperature control of AC could

SAVE UK BUSINESS £2.8 BILLION over the systems' lifetime

LOWER RUNNING COSTS

Client monitoring of a new VRV project shows

39% LOWER RUNNING COSTS than any previous systems





Pure Proof

Delivering energy savings across the retail mix

A homeware chain adopted the latest generation VRV heat pump system, delivering a projected five year saving of £158,000 for just one store.

A retail giant introduced a Sky Air system connected to a heat recovery air curtain to achieve 90% air separation efficiency. The solution is predicted to reduce running costs by up to 67% compared with an electrically heated air curtain.

A bookmakers undertook a 12 month trial of self-cleaning units, saving £272 per ceiling unit and cutting energy consumption by 49%.

A chain of local stores is trialling renewable technologies in five locations, with air source heat pumps and solar thermal panels expected to provide between 60% and 100% of annual hot water and heating requirements.

A row of luxury retail outlets was upgraded from an outdated R22 system to our unique VRVQ R22 replacement solution. Existing pipework was retained, reducing disruption and producing average energy savings of 48%.

BIG SAVINGS

Carbon Trust
estimates

£560m

possible annual
energy savings
in retail

Pure Service

A national network dedicated to support

We are committed to supporting our customers with high standards of installation as well as pre- and post-sales service, which is why our own engineers train approximately 1,900 engineers from 600 installation companies at our five regional training centres every year, creating the largest service organisation in the UK. This gives you the peace of mind that you have a partner with all the resources you need, regardless of the size of your business.

The Daikin D1 network

Many of the engineers who undergo training at our state-of-the-art centres belong to our approved installer network, the D1 approved installers.

These professionals are accredited to deliver the very highest standards of skilled installation, servicing and maintenance for our corporate clients.

Daikin also has a team of expert service engineers operating throughout the country, including over 55 of our own Field Quality Service engineers and 45 service partners. So if you require on-site support or advice, you can rely on a fast, local response from a highly trained and qualified engineer.





RAPID RESPONSE

97%
of critical spares
available on next
day delivery

LEADING WARRANTIES

3 YEAR
standard and
5 YEAR
extended warranties*

* Depending on the product



Pure Certainty

One company for all your needs

Service is at the heart of our business, which is built on a foundation of technological excellence, a focus on quality and a respect for people and planet.

We develop and deliver integrated solutions that:

- Drive down costs
- Reduce emissions
- Improve efficiency
- Enhance performance.

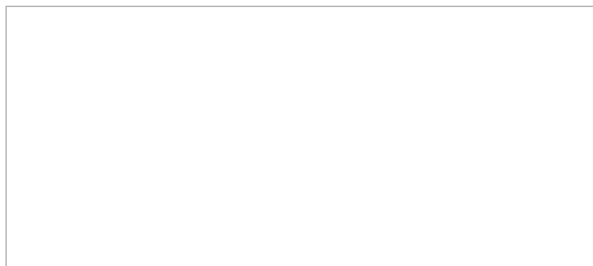
By understanding the individual needs of your business, employees and customers, we are able to provide a bespoke solution for managing your energy performance and business climate, giving you a long-term strategy aligned with your financial and sustainability objectives.

To discuss your business needs with our Corporate Solutions team, email corporateclients@daikin.co.uk or call 0845 641 9000





Daikin products qualify for ECA, please see our website for further details www.daikin.co.uk/eca



FSC



Carbon
Balanced Paper



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