



PureCell Solution Advantages

Energy Productivity

- System efficiencies of up to 90% (compared to 33% for traditional power sources)
- Energy costs reduced
- Natural resources conserved

Energy Security

- Continuous operation provided
- Business services protected
- Community safety enhanced

Energy Responsibility

- Ultra-low emissions
- Carbon footprint reduced
- Water conserved

Proven Experience

- Over 50 years of fuel cell experience
- Sole fuel cell supplier to NASA for manned space missions for over 40 years
- Over 300 PureCell systems installed in 19 countries on 6 continents
- Over 1.5 billion kilowatt hours of commercial fuel cell operation



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• Energy Security

The PureCell system delivers power security and reliability. The system is capable of providing 400 kW of backup power, enabling the store to operate without disruption, allowing Price Chopper to ensure a reliable food supply for customers and protect against costly food spoilage in the event of a grid failure.

“UTC Power is proud to be partnered with progressive organizations such as Price Chopper who are increasingly embracing fuel cell technology as a proven and financially rewarding means of improving the energy efficiency of their facilities while also realizing the sustainability benefits of a reduced carbon footprint.”

*Neal Montany
Director, Stationary Fuel Cell Business
UTC Power*

• Energy Responsibility



Price Chopper is proving that sustainability makes economic sense. While reducing its carbon footprint, it's also conserving natural resources. The UTC Power fuel cell will reduce the store's carbon footprint by 1,115 metric tons each year.* To achieve the same positive environmental impact, 257 acres of forest would need to be planted.**



The power generated by a megawatt of fuel cells saves over 4 million gallons of water each year† that would otherwise be wasted by conventional electrical generation. That's enough water to fill more than 6 Olympic-size swimming pools. Water conservation is an increasing priority for businesses and humanity as we collectively struggle to conserve precious water resources.



Reduction of harmful emissions like nitrogen oxides (NOx) is yet another environmental benefit of fuel cell technology. NOx emissions will be reduced at Price Chopper by almost 3 metric tons each year, which equates to the same environmental benefit as removing 160 cars from the road.‡

* Based on U.S. EPA eGrid data for non-baseload generation in New England (NEWE).

** Each acre of forest assumed to absorb 1.3 ton of carbon per year (Ref: Intergovernmental Panel on Climate Change).

† Based on the average use of 1,062 gal/MWhr of power generation plants in the U.S. (Ref: U.S. Geological Survey).

‡ Each car assumed to generate 38 lb NOx/year (Ref: U.S. EPA).



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