



Press Release



Green Revolution Cooling Secures Strategic Partnership with Heat Transfer Solutions

New CEO joins team accelerating market adoption of energy-efficient immersion cooling technology

[December 20, 2016 – Austin, TX] Today, [Green Revolution Cooling](#) (GRC), a pioneer and leader in the immersion cooling market, announces a strategic partnership with [Heat Transfer Solutions](#) (HTS), the largest independent HVAC manufacturers' representative in North America. As part of the partnership, [HTS](#) is making a financial investment in GRC which will provide growth capital as the company continues to expand its presence in the data center market.

"We're excited about the opportunity to provide GRC with the long-term financial support required to grow the company to become an enabler for our customers' sustainability goals," HTS Principal Derek Gordon said. *"With our experience designing custom HVAC solutions for data center markets, HTS understands the complications of traditional data center cooling, and sees the value in the proven technology developed by GRC."*

To lead [GRC](#) into its next stage of development, Peter Poulin has been appointed as the company's new CEO. Poulin is a 30-year IT industry veteran, having spent the first half of his career in various sales, marketing, and general management roles at Compaq Computer Corporation. He has also served as the VP of North American Sales & Marketing for APC both prior to, and after, the acquisition of APC by Schneider Electric. Over the last 15 years, Poulin has focused on helping small companies drive growth and navigate transformational changes, including, as CEO of Motion Computing, leading the sale of the company's product lines to Xplore Technologies.

The appointment of Poulin enables Christiaan Best, founder and former CEO, to transition to the role of company CTO, where he will focus on custom designs and expanding [GRC's product portfolio](#) with additional patented technologies.

"With the explosion of data center density and capacity requirements, driven by IoT, Big Data, and HPC trends, our customers are increasingly challenged with reducing their carbon footprint, rapidly expanding capacity, and quickly deploying compute power to the edge of the network where environmental conditions may not be compatible with traditional data center infrastructure requirements," said Poulin. *"Our customers are experiencing material reductions in capital costs, deployment times, and energy costs,*

attributable to our CarnotJet systems. I am excited to be with a leader that is protecting both our customers computing assets and our planet's environment."

About HTS

[HTS](#) is the largest independent commercial HVAC manufacturers' representative in North America. The company represents more than 100 HVAC manufacturers and employs approximately 600 employees (engineers, technicians and support staff) in 16 cities across Canada and the United States. Delivering Real Success® to all involved in its projects, HTS provides HVAC and refrigeration solutions to commercial, institutional, data center, and industrial markets from leading manufacturers such as Daikin, Epsilon, AcoustiFLO, and Haakon Industries. For more information about HTS, visit <http://www.hts.com/> or connect via [LinkedIn](#), [Twitter](#), and [Facebook](#).

About GRC

[Green Revolution Cooling](#) is a pioneer and leader in the liquid immersion cooling market for data centers. GRC's [CarnotJet System](#), a rack-based immersion cooling system for servers, uses a mineral oil based dielectric coolant that eliminates the need for chillers, air conditioners, and air handlers. Thereby, helping cut [data center construction costs by up to 60%](#), while reducing [data center cooling energy by up to 95%](#). GRC's solutions have helped some of the largest cloud, HPC, and telecom organizations build extremely efficient, cost effective, and resilient data centers across the globe. Visit www.grcooling.com for more information.

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