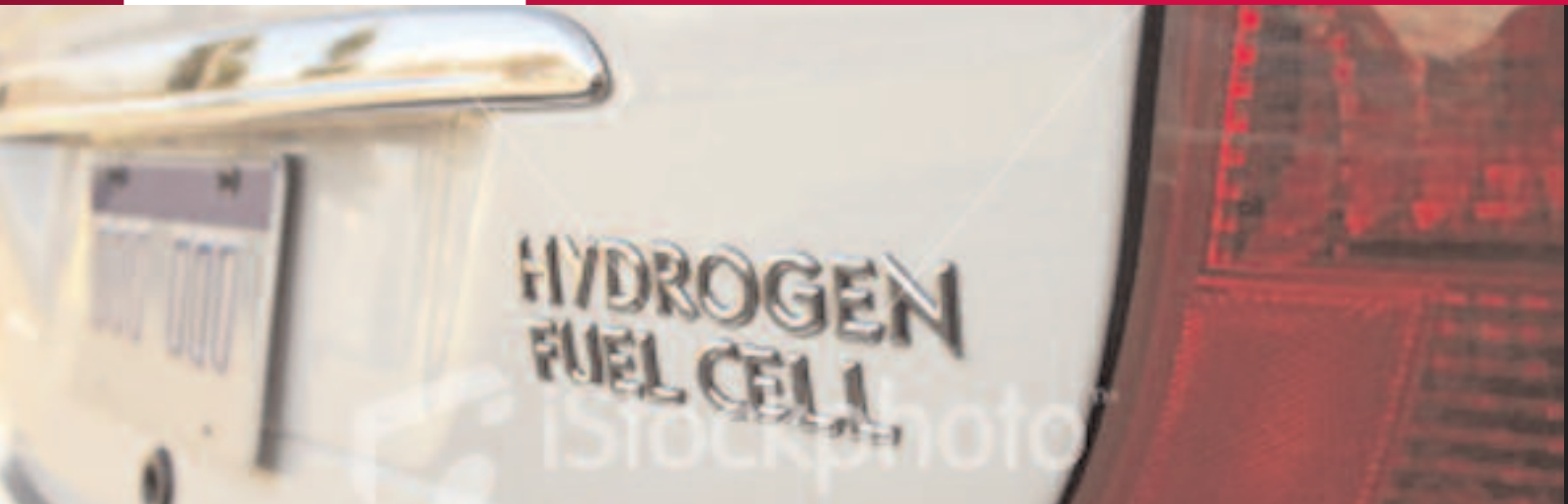


Case Study



ASCO and the Super-Fuel of the Future

Anyone who has experienced the bone-chilling cold of Peterhead's North breakwater in February could be excused for failing to link the Buchan town with the battle against global warming. Yet the 'Blue Toon', as Peterhead is known locally, is the centre of a major study, co-funded by ASCO, which is investigating the commercial viability of establishing a Hydrogen Economy in the North East of Scotland by 2020.

The study will quantify the near-future energy demands of major power users in the Northeast of Scotland and determine the cost of the infrastructure required to meet this demand within a Hydrogen Economy.

Hydrogen is the ultimate in environmentally friendly fuels.

Hydrogen fuel cells power the Space Shuttle's electrical systems – a process which generates water pure enough for the crew to drink. Unlike electricity, hydrogen can be stored. In addition, it's abundance in Nature means that supply is virtually limitless.

“The government's commitment to combat global warming will continue to put pressure on companies to reduce their carbon emissions”

Albert Pumfrett,
Director of European Operations

The study is linked to proposals by a third party for the erection of an Energy-From-Waste Plant near Peterhead and will also consider the viability of using the energy recovered from waste, to produce hydrogen for use in fuel cells. One-day hydrogen cell technology may power all vehicles, including ASCO's transport and forklift fleet and this will greatly reduce carbon footprints.

‘The government's commitment to combat global warming will continue to put pressure on companies to reduce their carbon emissions,’ said Albert Pumfrett, ASCO's Director of European Operations. ‘ASCO's proactive involvement in the development of emerging hydrogen

technologies demonstrates our desire to take the lead on green issues within the integrated logistics industry and this is wholly in alignment with ASCO Group's environmental policy.’

ASCO transport specialists have already viewed prototypes of forklifts powered by hydrogen fuel cells. Though these machines are not yet commercially viable, ASCO will consider the economic models that emerge from the study to assess initial investment costs, payback time and potential savings.

Staying at the top of their profession requires ASCO to focus on industry relevant initiatives and developments as they emerge, especially those which may turn out to be game-changers. ASCO's current exploration of the potential for fuel cell technology within Integrated Logistics Management is just one of a number of such projects.

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Challenge

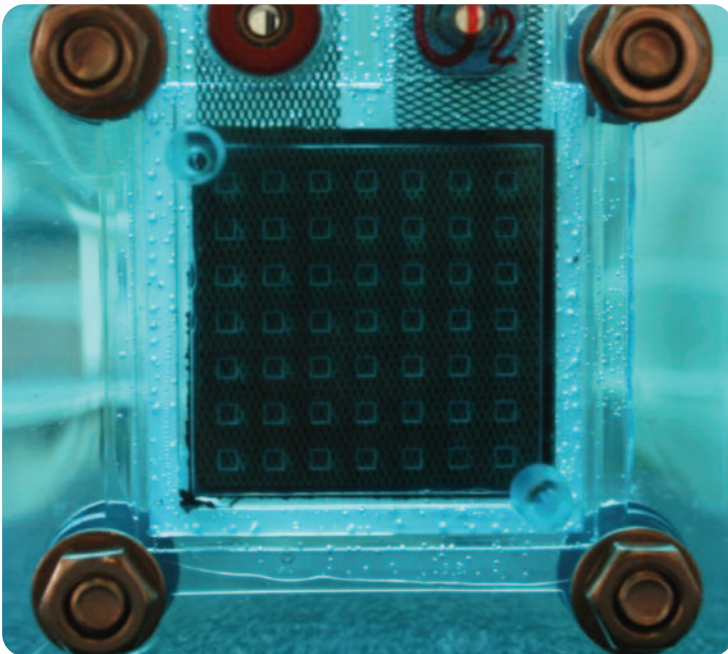
ASCO's focus on emerging industry relevant initiatives led the company to consider an active role in the development of hydrogen cells – a technology that may one day power all vehicles, greatly reducing carbon emissions.

Solution

ASCO agreed to participate in a study to investigate the commercial viability of establishing a Hydrogen Economy in the North East of Scotland by 2020.

Outcome

Discussions are underway to determine a scope for the study, but already ASCO transport specialists have viewed prototypes of forklifts powered by hydrogen fuel cells. Though these machines are not yet commercially viable, ASCO will consider the economic models that emerge from the study to assess initial investment costs, payback time and potential savings.



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