



**MITSUBISHI
HEAVY INDUSTRIES**
AIR CONDITIONING
& WATER HEATING

MITSUBISHI HEAVY INDUSTRIES

Case Study:

Keeping it cool at Diddly Squat Farm Shop

CASE STUDY:

DIDDLY SQUAT FARM / CHILLAIRE-ISIS

A high performance split system from Mitsubishi Heavy Industries (MHI) is helping to keep customers comfortable and produce fresh at Jeremy Clarkson's Diddly Squat Farm Shop in the Cotswolds.



Opened in 2020, Diddly Squat Farm Shop in Chipping Norton was the brainchild of the broadcaster and presenter Jeremy Clarkson and his partner Lisa Hogan. The aim was to showcase produce from the farm and the surrounding area where local villagers also bake cakes, sausage rolls and other delicious foods to sell in the shop.

Since the success of the 'Clarkson's Farm' TV series on Amazon Prime, Diddly Squat Farm Shop has drawn fans and customers from far and wide. Everything sold in the shop is produced locally, ranging from honey to Jeremy's Hawkstone Beer and also meat, including in Jeremy's own words "literally the best hamburgers in the world."

In order to maintain customer comfort and help keep the produce in the best condition throughout the year, Diddly Squat Farm Shop took the decision to install air conditioning, and approached Witney-based Chillaire-ISIS Ltd to provide a solution.

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Chillaire-Isis has been providing commercial refrigeration and air conditioning throughout the Oxfordshire area since 1981. Its focus is on design, installation and the supply of high quality products. It selected a Micro Inverter system from MHI, supplied by HRP. Operating on reduced global warming potential (GWP) R32 refrigerant, it is inverter driven for accurate capacity control to load requirements.

The high efficiency Micro Inverter range offers a space-saving single fan chassis in cooling capacities from 10-14kW. The single fan design results in easier logistics, installation and a reduced refrigerant charge. It provides heating when ambient temperatures drop to as low as -15°C ambient temperatures and cooling operation at ambient temperatures of up to 46°C, alongside both maximum pipe length and elevation of 50 metres.



Kevin Pocock, MHI technical business development manager, said: "Maintaining comfort for customers and staff is always important, and with a farm shop building like this there are other considerations. The refrigeration equipment, while adding to heat loads in the building, also need respectable store conditions to operate effectively and efficiently."

Inside the shop, the high-capacity 10kW wall mount, from MHI's Diamond Series, is again compact and lightweight, at just 57Kg, allowing for easy installation. It benefits from low noise levels of just 27 dB(A) for quiet operation.

The unit's Jet Flow technology delivers a 20m air flow, ideal for keeping conditions stable throughout the shop space. In addition an allergen filter breaks down pollen and allergens, while a photocatalytic deodorising filter removes any odour. Self-clean technology, meanwhile, means the fan continues to operate when the system is turned off to dry the heat exchanger on the indoor unit and reduce the amount of bacteria growth that can occur in damp environments.

Chillaire-Isis Ltd, said: "Diddly Squat Farm Shop has a high peaked roof, so it was important that we used a system that was efficient and effective. The 20m airflow means that we can meet required conditions across the store. In addition, the 3D airflow function means we can point warm air at low level automatically, which is fantastic for removing the stratification caused by the high ceiling."

For more details about our range, please contact MHI Direct or your local Beijer Ref branch today.