



*Electrifying a Sustainable Future*

# **Powering the Future of Cold Chains: Unlocking the Potential of eTRUs**

**eTRUconnect® & @TRUcharge**

July 8<sup>th</sup>, 2025

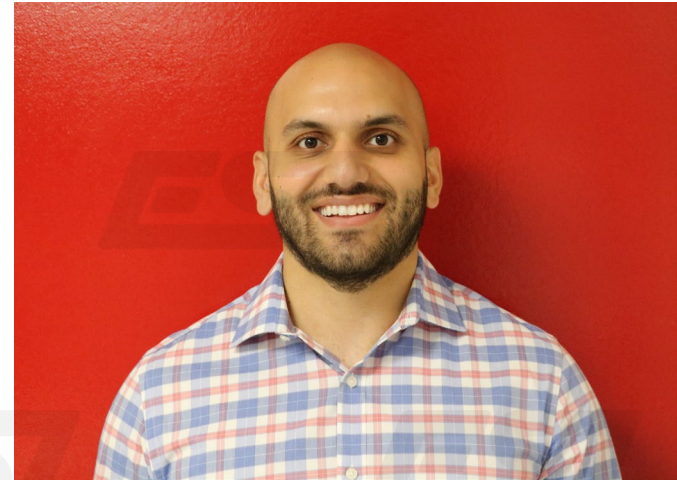
# Introduction

- **Presenter:**

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- **Date and Time:**

July 8, 2025  
11:00 AM – 12:00 PM (PST)



# Agenda

- The Cold Chain Challenge
- What are eTRUconnects and why do they matter?
- TRU Power: The Current and Future Landscape
- Where is the Future Heading? – AC Charging Trends
- Diesel Savings & Cost Efficiency
- Smart Capabilities: Yard Power Monitoring, Remote Control & More
- Fleet Integration: Transition Strategies Using Existing Infrastructure
- Live Q&A / Open Discussion



# The Cold Chain Challenge

- TRU's rely heavily on diesel for running and maintaining temperature
- Require 480VAC and consume:
  - 15-17kW for pulling down temp (45-60min)
  - Require 8-12kW to maintain temperature
- Idling is expensive
  - Diesel Costs are always going up, national average is \$3.9/gal
  - Commercial Electricity Costs \$0.13/kWh
- Diesel usage has negative impact
  - Health Risks
  - Excessive noise pollution
  - Regulatory compliance issues
  - Operational Costs
  - Waisted opportunities for local incentives










# eTRUconnects

Solution to Sustainably, Safely and Economically electrify your TRU's



# eTRUconnects

## Solution to Sustainably, Safely and Economically electrify your TRU's

-  **Code-Compliant Shore Power:** Provides UL compliant power connections for electric standby TRUs connecting them to the grid.
-  **Rugged & Weatherproof:** Designed for outdoor warehouse docks and truck stops with durable 3R enclosures.
-  **Simple Installation:** Available in pedestal or wall-mount configurations with straightforward electrical integration.
-  **Safe Disconnect Design:** Safety Interlocking mechanisms ensure operator safety when plugging/unplugging, along with dual drive-off features.
-  **Emissions Reduction:** Enables TRUs to run on electric power instead of diesel, cutting NOx and PM emissions.
-  **Fuel & Maintenance Savings:** Reduces diesel consumption, idle time, and engine wear.
-  **Infrastructure-Ready:** Easily scalable and compatible with existing dock layouts and fleet equipment.



# TRU Power: The Current and Future Landscape

## Where We are Today

- **Diesel Dominance:** Most Transport Refrigeration Units (TRUs) Still rely fully on diesel engines.
- **Shore Power Requirements:** TRUs require 30Amp 480VAC to operate.
- **Lack of Awareness:** Many companies are unaware of shore power and the benefits.
- **Lack of Usage:** Several large companies own electric standby capable units however they do not use shore power to power the TRUs.
- **Environmental burden:** High emissions of Nox, CO2 and GHGs from Diesel-powered TRU's.
  - **AQMD:** Implementing rules and Regulations to reduce emissions.
  - **CARB:** Implementing rules and Regulations to reduce idle times and emissions.
  - **LCFS Program:** Low Carbon Fuel Standard Program that offers monetary incentives for adopting electric solutions and reducing emissions. \*\*CHECK TO SEE IF YOUR STATE OFFERS THE PROGRAM\*\*
- **Adopters:** Early adopters benefit the most out of it.
  - **Long Term Savings**
  - **Competitive advantage – Higher Margins**



# TRU Power: The Current and Future Landscape

## eTRUcharge!

- **Shift to eTRUs:** Introduction of Battery electric TRUs
- **Power Requirements:** 63Amps 480VAC for both powering the TRU and charging the battery
- **Early Adopters:** Will benefit from their futureproofing and benefit from shore power infrastructure to install charging stations for both hybrid and electric TRUs
- **New Adopters:** Have the ability to setup their yards to meet both the shore power requirements and electric TRUs
- **Capabilities:** Communication capable and complete vision and control of yard operations and power
- **Configurations:** Utilizing a universal AC socket outlet for any AC charging application and TRU shore power
- **Savings:** Battery electric TRUs have a shorter payback period than conventional hybrid trailers, especially due to integrated technologies to assist with on road energy recovery systems.
- **eTRUcharge introduces an AC powered universal, future-ready solution designed to support all hybrid and electric TRUs across docking stations, yards, and warehouses.**





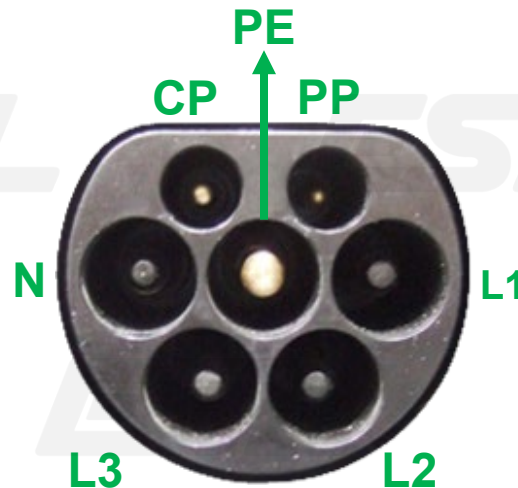
# Where is the Future Heading? – AC Charging Trends

Using an existing European Type 2 EV connector

- IEC 62196 Type 2 Standard
- Voltage ranges from 208VAC --> 600VAC
- Current up to 63amps – Already UL Listed under:  
UL2251 - connector, plug, sockets  
UL2594 - overall charging station

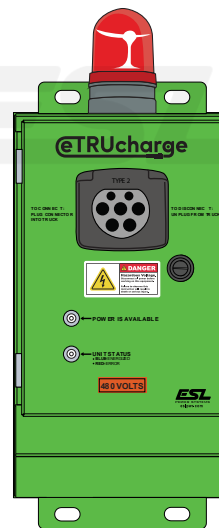
## ○ Plug Specifications:

- **L1 – L2 – L3:** Three-Phase AC power connections
- **Neutral:** Can be used for single phase charging
- **Ground:** Directing any fault current safely to the ground
- **Control Pilot (CP):** Communicates charging readiness and capacity
- **Proximity Pilot (PP):** Detects plug connections and limits overcurrent
  - Interlock required to prevent connector removal during charging
- **Conventional contacts** ~ 63A\* Already UL Listed under UL2251
- **Cable Size:** 6awg

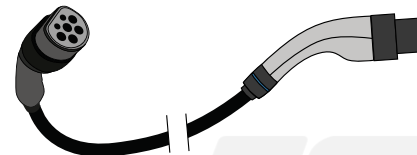


# Carry-Along TRU Charging Cable Assembly with Preferred Connector

- Very wide AC range of application.
- Provides versatility with connection configurations to support any AC charging connector up to 52kW.
- Eliminates the need for AC adapters
- Eliminates unused cables while not charging
- All components readily available worldwide
- Drive-Off Capable.
- Significantly Reduces maintenance and operating costs
  - Snowy areas
  - Theft/vandalism
  - Driving accidents
- NEC and UL compliant
- Capability to adapt to a single phase charging system such for EVSEs.



**Single Phase**

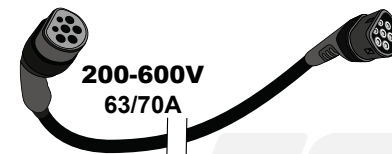


**IEC 60309  
Up to 20kW 3-ph**



**200-600V  
63/70A**

**J3068 up to  
52kW 3-ph**



**200-600V  
63/70A**



# Connection Configurations

Same Grid Input Provides both Charging and Shore Power Capabilities.

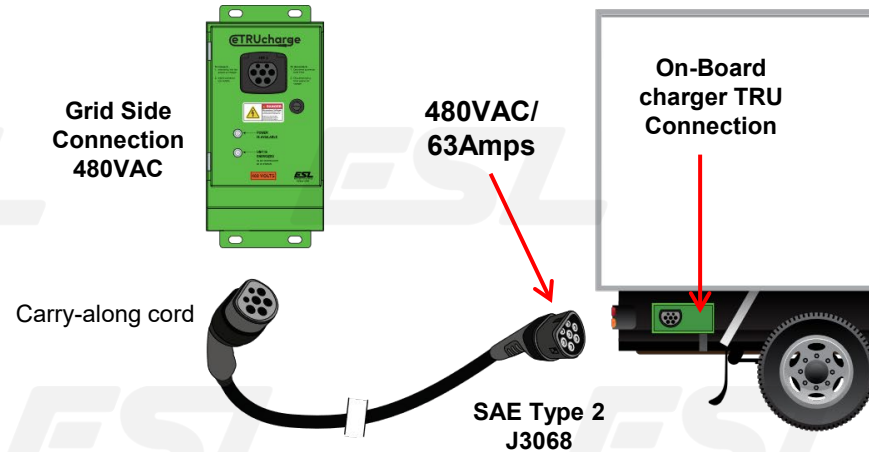
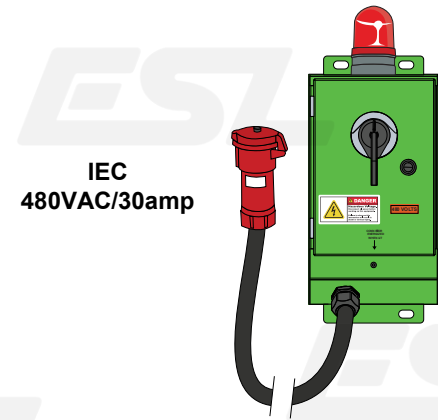
Charging Station Provides additional Connections Using Carry-along Cables

- Standard IEC 60309 4 Pin Connector
- IEC 62196-2 7 Pin Connector (J3068)
- NACS Single Phase Connector
- J1772 Single Phase Connector

Provides Additional Communication Features:

- Data Monitoring
- Remote Control
- Live Status
- Power Metering
- Power Management
- Live View of Usage

Drive-Off Capabilities – Easy Pull-away Feature at Socket



# Sustainability Impact - Diesel Savings & Cost Efficiency

Two main points of impact:

- **Sustainability impact:**

- Each gallon of diesel burnt is 22.38lbs of CO2 emitted.
- Reduction in noise levels by not using diesel engines
- Increasing the lifetime of the diesel engines by about 20-30%

- **Diesel and Cost Savings**

- Diesel is more expensive most of the times and in most states
- Utilizing Shore power can save up to 60% on diesel costs
- Maintenance on diesel engines is decreased with electrifying TRU's
- Labor is decreased by electrifying TRU's (ex: refueling diesel engine, mainly for larger fleets...)
- ROI for eTRUconnect and eTRUcharge is 1-1.5 years.

<https://eslpwr.com/calculator/>



## Fleet Integration: Transition Strategies Using Existing Infrastructure

- **Todays Lanscape:** 30Amp 480VAC for current shore power requirements.
- **The Coming Shift:** Electric TRU's will require charging of up to 63Amps 480VAC.
- **Transition Strategy:**
  - **Case 1: Not yet adopted shore power**
    - Plan for installing 63Amp Circuits today
    - Upgrade breakers and stations when charging stations are ready for use.
  - **Case 2: Already has existing shore power infrastructure**
    - Leverage existing 30A systems for shore power in the short term
    - Plan the retrofit! The sooner the better. Labor, rework, permitting and materials do not get cheaper.
- **Avoid Double Spending:** Retrofitting later can cost 30-50% more due to labor, permitting and materials.

Option	Initial Cost	Future Cost	Total
30A Now, 63A Later	Low	High	\$\$\$\$
63A Future-Proofed Now	Medium	Minimal	\$\$



# Thank You!

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