



Innovation > Property & Construction >

Underground fridge goes back to basics to save money and the environment

UNDERGROUND FRIDGE GOES BACK TO BASICS TO SAVE MONEY AND THE ENVIRONMENT

 PROPERTY & CONSTRUCTION

The eCool is an underground fridge for cooling canned drinks, based on the centuries-old practice of using the coolness of the ground to keep food and drink preserved and chilled.

With all of the smart, connected Internet of Things devices we've seen recently, it's refreshing to see entrepreneurs still drawing inspiration from the simplest and most effective ideas from the past. The eCool, an underground fridge for cooling canned drinks, is one such device.

The eCool is based on the centuries-old practice of using the coolness of the ground to keep food and drink preserved and chilled. It's the same principle which modern cellars operate on, and, best of all, it requires no electricity. To install the eCool, users will need to dig or drill into the ground to accommodate the 1.2 meters tall device. Once installed, a hand crank can be used to bring the earth-cooled cans stored inside up to the surface, or to reload the device with more beverages to be chilled. The eCool can store up to 24 cans in total.

Available for USD 349, there are plenty of traditional fridges that come in cheaper. However, eCool owners will be able to save on electricity bills, as well as taking comfort that they're doing their bit to save the environment. What other ancient technologies could be updated and given a modern twist for use in the 21st Century?

9th June 2014

Email: info@ecool.dk

Website: www.eng.ecool.dk

