



Press Release

shecco conducts global industry survey about natural refrigerants

Brussels, 15 March 2011- In an attempt to quantify the market for HFC-free refrigerants in the heating, refrigeration and cooling industry worldwide, shecco is conducting a global online survey. The findings will form the basis for a “guide to natural refrigerants” to be published in autumn 2011. First findings indicate that better information and training lie at the heart of advancing the use of non-fluorinated gases.

Marketing & communications specialist shecco has launched an online survey among the global HVAC&R industry in an attempt to quantify and describe the market for CO₂, hydrocarbons and ammonia used as refrigerants in a variety of applications. The results will be integrated into a “guide to natural refrigerants” expected to be available as a digital publication in late 2011. The report is planned as an easy-to-access reference guide for industry players already working with natural working fluids, but similarly for those interested in following industry trends. Policy makers at the UN and EU level, as well as national environmental agencies and ozone officers will have free access to its findings, hence making more informed choices for upcoming legislation and initiatives.

“We want to accurately reflect what the global heating, cooling and refrigeration industry is thinking about the barriers to and the prospects of carbon dioxide, ammonia and hydrocarbons as refrigerants in different national markets and industry sectors. We are hoping to get feedback from all industry players, including those specialised in traditional fluorinated gases. Shedding light on policy initiatives affecting the industry, on market size and trends, as well as on existing best-practice are some of the main objectives of this project,” says Nina Burhenne, Marketing Manager shecco.

“Since the launch of the questionnaire and in just three weeks we received feedback from more than 500 industry experts. They are telling us that the information level about natural refrigerants is far from satisfactory when looking at the industry as a whole. We can already see today that training and awareness-rising measures will be the key to success of non-fluorinated gases,” she adds.

Survey questions overview

The survey consists of a maximum of 28 questions, depending on the depth of involvement of each respondent. It will enquire about the following issues related to natural refrigerants:

- Field of activity of responding organisation (industry sector, product range)
- Routes to market used
- Information sources used

- Awareness level / expertise in the HVAC&R industry and among customers
- Main barriers & solutions to the market uptake
- Market penetration in heating (residential, commercial, industrial), refrigeration (domestic, transport, commercial, industrial), and air-conditioning (stationary, mobile)
- Market expectations & trends
- Market adoption potential per world region

To take the survey, please follow this link: <http://www.shecco.com/survey.php>

For any question or comment, please contact shecco's market research team at: research@shecco.com