



Press Release

shecco presents at 23rd International Congress of Refrigeration

Brussels, 30 August 2011- At the 23rd IIR International Congress of Refrigeration, marketing & communications expert shecco presented preliminary results from the world's largest industry survey on market trends and expectations regarding the uptake of natural refrigerants.

From 21-26 August, the IIR International Congress of Refrigeration – the world's largest conference about scientific advances in heating, cooling and refrigeration – was held in Prague, Czech Republic. Marketing specialist shecco was Silver Sponsor of this landmark event to draw attention to its services in the field of natural refrigerants, namely carbon dioxide, ammonia and hydrocarbons. Close to 1,000 visitors from 56 countries attended the ICR to exchange knowledge about technology options available and proposed, as well as listen to 500+ academic papers in the parallel sessions offered.

ATMOsphere, B2B platforms and more

At its booth on floor 1 of the Prague Conference Center, shecco welcomed visitors to explain its wide array of marketing, communication and public affairs services. The announcement of a North American version of the successful ATMOsphere workshop series met special interest. shecco is in the final stages of preparing for its annual international interactive workshop "ATMOsphere Europe" to be held on 11-12 October in Brussels.

To broaden the geographic scope of the ATMOsphere brand in an attempt to bring "natural refrigerants faster to market" in world regions outside Europe, shecco announced the international conference "ATMOsphere America", scheduled for 18-19 April 2012 in Washington DC.

World's largest survey on industry expectations

During the session on "Environmental Footprint from Refrigeration – HCFC and HFC Alternatives" on Wednesday, 24 August, shecco presented first findings from the world's most extensive industry survey on the market penetration of natural refrigerants

"We welcomed the opportunity to present some preliminary results from what we hope is going to become a continuous pulse taker for the natural refrigerants industry worldwide. First findings show that there is a wide information gap between individuals familiar with the use of CO₂, NH₃ and HCs, and their customers or the HVAC&R industry as a whole", says Nina Burhenne, Head of Market Research.

"Environmental and energy savings, as well as technology benefits are among the obvious strengths of natural working fluids, the industry tells us. However, a lack of training and

know-how, as well as wrong perceptions are still impeding a wide-spread use of HFC-free solutions,” she adds.

THE GUIDE to Natural Refrigerants

shecco is going to address the observed information barrier by publishing the easy-to-access and concise publication “THE GUIDE – Markets & Trends for Europe” in October. It will be freely available to industry, end-users and policy likewise. Market trends and forecasts, barriers & opportunities, as well as an analysis of EU policy initiatives will form part of the electronic guide, in addition to case studies and a company directory facilitating the market uptake of HFC-free cooling, refrigeration and heating solutions.

For any question or comment, please contact shecco’s market research team at:

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