



Press Release

shecco's natural refrigerant electronic newsletters receive a facelift

Brussels, 19 September 2013: Ever since shecco's natural refrigerant industry platforms R744.com, ammonia21.com, hydrocarbons21.com and R718.com were first launched, daily electronic newsletters have been sent out to community members and subscribers to alert them to the publication of new articles. This system is now being discontinued in favour of a system of weekly and semi-weekly newsletters that will help to reduce email traffic and give community members the opportunity to combine the news from several natural refrigerant industry platforms in one email.

The electronic newsletters from shecco's R744.com, ammonia21.com, hydrocarbons21.com, and R718.com have been redesigned. In order to create a more user-friendly experience, shecco has not only changed the look of the newsletters but will be introducing new newsletter options for members of the natural refrigerant communities.

Thanks to the new weekly and semi-weekly newsletters members can select from five different news types that they would like to receive: industry and interviews, events, products and companies, policy and publications, and community. What is more, members of multiple platforms will now receive one news type from all platforms in one newsletter.

Whilst the newsletters will still contain all the helpful information that members have come to expect from R744.com, ammonia21.com, hydrocarbons21.com and R718.com, they will no longer receive multiple emails from each of the four natural refrigerant industry platforms, instead benefiting from a more streamlined system. Community members are invited to take a few moments to select the information they would like to receive by changing their profile settings.

Those subscribers registered to receive the news of the R744.com, ammonia21.com, hydrocarbons21.com, and R718.com industry platforms but who are not community members, will receive a twice-weekly electronic newsletter combining the news from all four natural refrigerant industry platforms. Non-members will be automatically included in the twice-weekly newsletter list.

About shecco

For more than a decade market development expert shecco has been active in helping bring climate friendly technologies faster to market. shecco supports over 100+ partners worldwide in two areas: the HVAC&R sector, where the focus is on sustainable refrigeration, heating & cooling technologies using natural refrigerants; and the transport sectors where an emphasis is put on electric vehicles (cars, heavy duty vehicle, scooters, bikes). shecco offers a variety of services, ranging from world-leading online industry platforms, to market research, events management through its ATMOSPHERE conferences, funding & grants support, and public affairs.

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