



Press Release

## **R718.com joins the ranks of shecco's natural refrigerant platforms**

*shecco has launched a dedicated industry platform dedicated exclusively to water as a refrigerant. News, products and community presented in a user-friendly design will update an international readership of already 10,000 experts about developments in water refrigeration technologies and relevant policies. After R744.com, ammonia21.com and hydrocarbons21.com, R718.com will be the fourth to complement the range of effective communication tools to bring sustainable refrigerants "faster to market".*

The heating, refrigeration and air-conditioning sectors are important and constantly growing emitters of greenhouse gases. The switch to natural refrigerants can contribute significantly to alleviating pressure on the climate system. In the continued effort to bring natural refrigerant technologies faster to market, marketing and communication specialist shecco is launching R718.com, dedicated to water as refrigerant, to join the global natural refrigerant platforms that so far have focused on CO<sub>2</sub> (R744), hydrocarbons and ammonia.

"We are very pleased to launch R718.com as the fourth industry platform dedicated to using a truly sustainable refrigerant. After the continued success we had with R744.com, ammonia21.com, and hydrocarbons21.com, we are confident that offering up-to-date information and real-time knowledge exchange can help this industry grow," says Marc Chasserot, Founder and Editor-in-Chief of R718.com. "Furthermore, R718.com fits in seamlessly with the other three platforms and serves as gateway to THE global online community uniting experts in natural refrigerants from all over the world."

### **news - products - community**

Three pillars ensure that R718.com caters to the needs of an international expert community:

- **news:** updates on latest developments in industry, policy, technology and research
- **products:** a list of state-of-the-art products with technical descriptions and a competent contact person for more information
- **community:** a common space for international experts to exchange information, best practice, business opportunities....

R718.com community members have access to many new features, amongst which:

- **Community activities:** a page summarising the on-going activity of community members, where they can share thoughts, links, and news on natural refrigerants in general and R718 in particular;
- **File sharing:** members can easily upload presentations, press releases, product brochures, picture galleries
- **Inbox:** the R718.com messaging system makes it easy to connect with members and exchange information, set up meetings, get to know each other;
- **Forum:** a place to discuss amongst experts pending issues, technological developments, new regulations.... related to water as refrigerant;
- **Noticeboard:** a section to post and view opportunities related to water refrigeration, such as career prospects, training, partner search, funding, call for papers...

### **Join in the global community on natural refrigerant fluids**

The R718.com community is a gateway to the first global professional network uniting over 10,000 experts in the field of natural refrigerants. Being a member of R718.com also allows users to log into R744.com, hydrocarbons21.com and ammonia21.com once one account has been activated. Consequently, they will be able to choose whether the information and content to be shared should appear on one, two, three or all four platforms.