



Press release

#WebinarWednesday launches on May 18 with Danfoss webinar on advanced CO₂ refrigerant systems

Brussels, 4 May 2016: Seeking to exploit every communication channel and broaden the natural refrigerant sector's outreach across applications and continents, market accelerator shecco is launching #WebinarWednesday – an easy-to-use digital platform for thought leaders to share natural refrigerant technology, market and policy trends in real time.

Leading component supplier Danfoss will kick off the new #WebinarWednesday series, introduced by shecco's Market Development team, with a webinar on 'Advanced CO₂ systems – a global approach and US trends' on 18 May 2016.

"shecco is excited to be launching our newest tool to effectively reach all those taking decisions today about the next generation of refrigerant solutions for their business, industry or region," says Nina Masson, Chief Market Development Officer at shecco.

"By adopting a simple Reach-Learn-Share approach, we are sure #WebinarWednesday will become THE digital platform for showcasing natural refrigerant products, trends, technologies or projects. It will bridge geographic and time zones, bringing together in real time the people who should be talking to each other," she adds.

About the Danfoss webinar

In the first-ever #WebinarWednesday session, supplier Danfoss will update participants about evolving US food retail trends, changing regulations for supermarket refrigerants, and the latest technology developments for CO₂ systems such as boosters, parallel compression and ejectors. Interest in carbon dioxide, or CO₂, as a refrigerant in food retail applications has never been greater than it is today. Much of that interest derives from CO₂ systems' favourable environmental impact, including both a negligible direct contribution to global warming from the refrigerant and a lower indirect contribution through greater energy efficiency.

The webinar is scheduled for 18 May, 12 pm EST (9 am PST, 6 pm CET). Interested parties are welcome to register for #WebinarWednesday alerts on the website, to be kept informed regarding registration details and how to join the debate: www.webinarwednesday.net.

About #WebinarWednesday

Launched by shecco, the global experts in natural refrigerants news, analysis and events, #WebinarWednesday is the new global webinar series for climate-friendly heating,

cooling & refrigeration trends. Content and executives from market leaders are paired with expert moderators from shecco to introduce trends and steer the discussion.

A webinar, or web seminar, is an online meeting format to allow real-time, point-to-point communications from one sender to many receivers. Our flexible format offers a variety of different functions, including presentations and lectures, panel debates, 1x1 interviews, training sessions, live polling, interactive Q&A sessions, and more. By partnering up with zoom!, an industry-leading webinar platform, up to 3,000 participants can join in each session.

#WebinarWednesdays are scheduled to take place up to twice a month – on Wednesdays of course!

More information

www.webinarwednesday.net

About shecco

For the past 15 years market accelerator shecco has been active in helping bring climate friendly technologies faster to market. shecco supports over 150+ partners worldwide in the HVAC&R sector, where the focus is on sustainable refrigeration, heating & cooling technologies using natural refrigerants. shecco offers a variety of services in three areas: 1) media, including online industry platforms, magazines and a catalogue of dedicated research reports; 2) market development, including market research, consultancy and public affairs services, as well as special international projects; and 3) events, including international conferences and national workshops.

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