



## **Press release**

### **shecco launches the new R744.com**

After more than 2 months online, beta R744.com officially became the new [R744.com](http://R744.com) on Wednesday, 1 February, 2012. With the feedback from R744.com readers and members, the new website has improved and offers a more user-friendly website, more information, and access to an active community of over 6,000 natural refrigerant experts.

Late November 2011, shecco had announced the launch of the beta version of the new R744.com. The team has redesigned R744.com from the ground up, taking into consideration the input from its members worldwide and integrating the most useful web 2.0 features.

“On behalf of the R744.com team, I am proud to announce the new R744.com. Feedback from our readers so far is great. We will focus on providing great content, latest products and an interactive community. We have plenty of new functions in the pipeline and we will keep you updated. Have fun reading the new R744.com and let us know what you think,” says Marc Chasserot, Editor in Chief of R744.com (and Managing Director of shecco).

### **A turning point in the history of R744.com**

The new [R744.com](http://R744.com) focuses on three pillars: “news”, “products” and “community” and endeavours to offer its visitors and members all the features of a true web 2.0 platform:

- Direct access to products information and to companies 'sales person;
- Networking function to connect with over 6,000 experts;
- Share buttons for social media platforms;

- Global directory, knowledge section and discussion forum where experts give their opinion and advice to issues at hand, making R744.com THE portal for everything R744.

R744.com aspires to become the perfect place for everybody seeking or wanting to share information and business opportunities in regard to CO<sub>2</sub> cooling and heating technologies.

For this reason, the website will be further improved and new features will be added over the next few weeks.

### **Gateway to the global natural refrigerant community**

By Spring 2012, the [R744.com](http://R744.com) and upcoming [ammonia21.com](http://ammonia21.com) and [hydrocarbons21.com](http://hydrocarbons21.com) communities will combine, creating a gateway to the first global natural refrigerant community.

For any question or comment, please contact R744.com community coordinators: Sabine Lobnig [sabine.lobnig@shecco.com](mailto:sabine.lobnig@shecco.com) or Aurélie Messina [aurelie.messina@shecco.com](mailto:aurelie.messina@shecco.com).