



Press Release

NaturalRefrigerants.com - All news, videos, and images for low-GWP refrigeration

Brussels, 30 June 2009- NaturalRefrigerants.com will serve as a simple news aggregator for everything regarding natural gases used in cooling, refrigeration, and heating. It follows the easy structure known from blogging websites with one column automatically listing news items published on shecco's three dedicated websites www.r744.com, www.ammonia21.com, and www.hydrocarbons21.com. Its ultimate goal is to spread the word about the benefits of natural refrigerants in different applications and serve as a quick reference for people with limited time resources still interested in following progress on HFC-free alternatives. The collecting tool for policy, industry, and event news is not taking away from the already established expert communities and targeted services on shecco's single B2B technology platforms but rather complements them.

"Simply put: NaturalRefrigerants.com will become the "digg" of natural refrigerants, a specialised source for collecting updates of sustainable heating and cooling solutions. Over time, we will open it up to other users around the world to create a space for sharing news and audiovisuals in an instant. Using RSS feeds and the instant messaging system Twitter, we have already laid the foundations to allow this space to grow into an interactive exchange platform," says Nina Burhenne, Marketing Manager, shecco.

NaturalRefrigerants.com now and tomorrow

The website, supported by leading industry players in the field of natural refrigerants, provides an easy-to-use sorting scheme by news source, date, and category. A tag cloud listing the most popular search keywords helps jumping to news items of special interest to the global online community. Both an RSS function and the Twitter account "NatRef" keeps followers updated on any new addition made.

In the future, NaturalRefrigerants.com will grow into an interactive exchange platform to share news items, images, and videos from other online sources about the climate benefits that CO₂, ammonia, and hydrocarbons hold for the planet.

After seven years within the Norwegian conglomerate Norsk Hydro, shecco is now an independent company based in Brussels, Belgium. shecco supports over 70 customers worldwide with a variety of marketing and communication services to help bring climate friendly technologies faster to market.