**R744.**

**CO₂ COOLING MARKETPLACE**

### Why R744.com?

Since its launch, R744.com has become a global reference for news and analysis for CO₂ experts. The millions of views have generated countless ideas and inspired thought leaders and entrepreneurs.

Today, R744.com is positioned to be the go-to site for end-users, contractors, consultants and manufacturers looking to purchase CO₂ products and services.

We believe that CO₂ will become a dominant refrigerant across multiple applications over the next decade and beyond. There will be a huge demand for CO₂ products and services with expert analysis.

This is why we have re-launched R744.com, to provide a global, independent, curated marketplace for CO₂. Going forward, it will be critical to be able to find objective information, without commercial interest, in order to foster trust and confidence in these new solutions.

“**For the last fifteen years R744.com has been my go to resource for valuable and accurate information of any and all R744 related products and supporting material. The website connected myself to various industry leaders and was the foundation on which I based my career within CO₂ refrigeration solutions!**”

Wynand Groenewald, Founder, Future Green Now (Former Head of Engineering at CRS)

“**For METRO, the road leads only to NatRefs and we are focused on converting to CO₂ refrigerant in our cooling systems. R744.com is supporting us on this path with much appreciated information about best practices, new technology, devices and tools.**”

Olaf Schulze, Energy Management/ Real Estate Sustainability, METRO

[www.R744.com](http://www.R744.com)
Over 10 years ago shecco proposed a platform to standardize the use of natural refrigerants, now made even more useful as a platform to share positive and less positive experiences. R744.com has already had an important role in the adoption of CO₂ worldwide, and thus has contributed to reducing global warming. The outcome of this work is so important for the future, that it’s hard to measure. Quite aware of the different proposals to achieve the above goal, I can say, without a doubt, that the work shecco (and subsequently R744.com) does is the greatest of all time on the subject matter!

Marc-Andre Lesmerises, President, Carnot Refrigeration

Our commitment to our Partners in 2021:

1. Continuously grow the number of curated Partners represented on the website in order to create an objective, independent and highly useful resource for CO₂ technologies and services.

2. Monthly increase of the number of products and Services presented in the store - including research and training services.

3. Constantly develop and introduce new features to the website as part of a proactive approach to promoting your company and its solutions.

Established in 2006, R744.com has built its reputation on being the N.1 source of news and analysis worldwide for CO₂ refrigeration technologies. With millions of page views and 600,000 in 2020 alone, it’s the most reliable source of information for our industry experts looking to work with CO₂ applications. Our typical readers are some of the most influential decision makers in the industry, from end-users, contractors, consultants, manufacturers, media, government, and academia.

Our audience is global (150+ countries) extending from leading markets such as Europe, USA, Japan, Australia, to emerging markets in Latin America, China and South Africa.
Why join R744.com?

1. Sales generation via qualified leads from a global audience
2. Build your brand equity as a thought-leader in CO₂
3. Promote your company and product(s) proactively via articles, Press Releases, and Social Media (including LinkedIn, Twitter, YouTube and Instagram)

Become a Partner

The total package representing a dedicated Partner page with your company logo, description, corporate imagery, contact info and link to your website, all from a dedicated URL.

Marketing for your CO₂ products and services through articles, social media and professional PRs.

New features including reviews, testimonials, sales requests and analytics reports.

Product or service page(s) including your company logo, images, technical specifications, videos, marketing material and a sales-lead generation button.

OR

Add only your product(s)

Product or service page(s) including your company logo, images, technical specifications, videos, marketing material and a sales-lead generation button.
# Annual Benefits

<table>
<thead>
<tr>
<th>Annual Benefits</th>
<th>Product(s) only</th>
<th>Partnerships</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo visibility on the homepage</td>
<td>BRONZE</td>
<td>SILVER</td>
</tr>
<tr>
<td>Logo visibility on the Partners page, and beside relevant articles and products</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dedicated company page with URL including your logo, company description, corporate imagery and video, marketing material, contact information with direct request button, links to your website and social media channels</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Several articles about your company written by shecco which may include an announcement article, case studies, product launches and exclusive interviews</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Announcement article and a product or case study article, written by shecco</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Every article included in weekly newsletter sent to 13,000+ global subscribers</td>
<td>KRONE</td>
<td>SILVER</td>
</tr>
<tr>
<td>Social media promotion on LinkedIn, Twitter, YouTube and Instagram</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tailor-made analytics report</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product of the Week featured in weekly newsletter**</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product page(s) featuring your logo, product imagery, description, technical specifications, videos, links to your brochures and lead generation contact button</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Logo visibility in weekly newsletter broadcasted to 13,000+ global subscribers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional PR generation for new products and distribution via newswire, all search engine optimized</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Products listed first in the Store and labeled Gold</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Rates available in USD, JPY, AUD upon request ** Based on most viewed: number of clicks over 7 days ***per product
Our Partners

GOLD

TERO  Carly  Panasonic  Epta  MSM CARNOT

SILVER

TECNAC  Dorin Innovatio  SCM  Castel  BOCK

BRONZE

BOCK  colour the world of tomorrow

Contact Us

Silvia Scaldaferrri
Partnership Manager
+39 331 961 3956
silvia.scaldaferrri@shecco.com

info@R744.com