

# Latest advances in refrigeration and air conditioning equipment at ACR

The Air Conditioning and Refrigeration Show, at the Birmingham NEC from 13th to 15th March, is the only national showcase for innovation, networking and knowledge transfer for industry and cooling equipment end users whose businesses rely on air conditioning and refrigeration plant and equipment.

The event, which takes place in Hall 19 at the NEC, will showcase the latest products and technology across the commercial and industrial refrigeration and air conditioning sector and get up to date with the latest legislation and technical trends. Visitors will also have free access to the UK's cooling experts in three days of cutting edge seminars, which will run throughout the event.

Iona Spencer, who is heading exhibition sales, says, "With a top notch seminar programme addressing the industry's burning issues, a comprehensive exhibitor list, and hands on access to the latest design trends and technology, the show is set to be a must-attend event for everyone whose livelihoods depend on cooling, air conditioning or heat pumps."

Air conditioning and refrigeration equipment accounts for around 20% of total UK energy consumption. With energy costs rocketing, cutting running

costs is a key issue for end users. This will be reflected in the high profile seminar programme, with practical presentations showing how the trade and end users can cut running costs and carbon emissions from cooling plant.

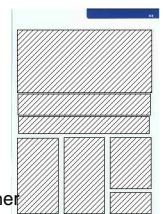
With energy costs increasing, heat pumps are seen by many as one of the most promising technologies for harnessing renewable energy. They can significantly cut energy costs by as much as 50%, while ensuring high quality comfort conditions for building occupants. The dedicated heat pump arena, sponsored by Panasonic, will give visitors an opportunity to see the latest heat pump technology coming onstream.

The show will also feature a Skills Centre with training experts on hand to provide visitors with information on air conditioning and refrigeration courses and grants available. Sponsored by wholesaler HRP, the Skills Centre is

being supported by the industry key training bodies SummitSkills, City & Guilds and BEST.

Chris Bailey from City & Guilds will be available throughout the show to give visitors advice on qualifications and details about the work of the organisation. Michael Reeves, development manager and project manager for the SkillMandE Competitions, will be on hand on Wednesday 14th and Thursday 15th to discuss qualifications, apprenticeships and much more, and a training advisor from BEST will be available to offer advice on the organisation's ACR training courses.

***The ACR Show is at the Birmingham NEC on 13th to 15th March, and for more details and to register to attend, visit [www.acrshow.co.uk/register](http://www.acrshow.co.uk/register). For more details on exhibiting, contact Iona Spencer on 020 8651 7113 or [iona.spencer@fav-house.com](mailto:iona.spencer@fav-house.com).***





Left: The ACR Show takes place at Hall 19 of the Birmingham NEC on 13th to 15th March  
Above: Iona Spencer, who is heading exhibition sales, says the show is set to be a must-attend event