



*The Voice of European Air-Conditioning, Refrigeration and Heat Pumps Contractors*

## PRESS RELEASE

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### **AREA presents its Vision & Strategy 2020** *Maintaining a high standard in a changing world*

**Constant technological evolutions and recent regulatory changes are reshaping the refrigeration, air conditioning and heat pump (RACHP) sector. For contractors, the challenge is to embrace these developments whilst maintaining excellence. In its Vision & Strategy 2020, AREA identifies 6 key areas for a striving RACHP contracting sector.**

The world of refrigeration and air conditioning is changing: alternative refrigerants are increasingly used, energy efficiency has become an essential requirement, the regulatory environment is ever more varied and complex, new technologies are emerging. These changes are reshaping contractors' job. They must adapt to technical innovations and regulatory evolutions whilst maintaining high competence to ensure a safe, reliable, performant and overall qualitative service to their customers.

*"Innovations and regulations make refrigeration and air conditioning more exciting but also more complex. Users rely on expert contractors more than ever"* notes AREA President Per Jonasson.

Proactively following this evolving environment, AREA has identified 6 key priorities:

- 1- Sensible standards and regulations that support rather than obstruct our sector's development;
- 2- Minimum education and certification requirements on low GWP refrigerants to ensure safe and competent handling;
- 3- Energy efficiency as a key driver in refrigerant and system choice;
- 4- Guidance on technological developments to ensure up-to-date knowledge;
- 5- Exchange of information and best practices within the sector through the AREA network;
- 6- European and international cooperation at both industrial and institutional levels.

*"These priorities will guide AREA's activities in the years to come. AREA will mobilise its structure and its network to work on each objective through tangible contributions"* concludes Per Jonasson.

AREA Vision & Strategy 2020 can be downloaded on AREA website: [www.area-eur.be](http://www.area-eur.be)

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*AREA is the European organisation of air-conditioning, refrigeration and heat pumps contractors. Established in 1988, AREA represents the interests of 20 national members from 17 European countries with a membership of more than 13,000 companies across Europe, employing some 110,000 people and with a turnover approaching € 23 billion.*

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