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Images: 1. A pure adrenalin filled conclusion to the Customer Symposium
2. Lennox ENerGY RTU display unit with see-through panels

HVAC PROFESSIONALS GATHER FOR THE 2015 LENNOX SYMPOSIUM

The Lennox HVAC Customer Symposium, held in March 2015 was an opportune time to showcase and pre-launch the Lennox Commercial product roadmap to key customers.

Customers from across Australia and New Zealand gathered at Heatcraft Milperra for the 2 day conference, which included product presentations, demonstrations and ended with an adrenalin pumping drag racing event at Eastern Creek.

The product presentations covered market projections and trends, the current Lennox range and upcoming product releases, as well as insights into the future refrigerant landscape. Heatcraft HVAC Business Manager, Mark Esdaile commented, "Customers came with the intention of learning more about our product offer. Our range is continuing to expand and astute business owners want to know how they can leverage off this new innovation."

Among the new releases to gain attention was the new Aqua4 Polyvalent Heat Pump Chiller, which offers the first local distribution of a product of this type in Australia. The Aqualean (2 to 20kW) water condensed air conditioner gained interest for its compact shape, quiet operation and suitability in small to average offices or commercial buildings.

"Customers are looking for options and something to give them an edge. Lennox has a product to address most applications from RTUs for new install and the growing replacement market to chillers for industrial processing and perhaps even office buildings."

For many customers it was their first trip to the Heatcraft Innovation Centre. The Centre now houses 50 refrigeration and HVAC product displays, including 14 working models.

"What made the symposium unique was that we had all of the new products on display with some working models. Our customers were able to touch and listen to the units and bounce questions off our product specialists".

One of the most impressive units on display was the Lennox ENerGY RTU, delivered direct from Lennox Europe especially for the event. The display unit is fitted with see-through panels to allow viewing of the internal components.

The Drag Racing at Eastern Creek was a highly anticipated end to the conference. The pure adrenalin experience took attendees from 0 to 100km/hr in 1.6 seconds. "Many underestimated just how amazing the experience would be. No-one had ever done it before and it was a great hit" concluded Mark.

Andrew Markopoulos from Ventrix commented; "What a great concept...a fantastic way to pre-launch new

products to the industry whilst gaining acceptance. The drag racing was the icing on the cake.”

A Kirby Refrigeration Symposium will be held later in the year. To register your interest, contact your Heatcraft Account Manager on 13 23 50.

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About Heatcraft:

Heatcraft Worldwide Refrigeration is a global leader in commercial refrigeration serving over 70 countries worldwide building its vision of being first choice in refrigeration. As part of Heatcraft Worldwide Refrigeration, Heatcraft Australia and New Zealand is a leading wholesale distribution business catering for the refrigeration and air conditioning trades with a distribution network of over 70 wholesale outlets across Australia and New Zealand. The Heatcraft vision is to be the first choice in climate control solutions.