



FOR IMMEDIATE RELEASE

Refrigerant Management Canada Launches New & Improved Website

MISSISSAUGA, April 27, 2010 – Refrigerant Management Canada (RMC) officially launched its new and improved website (www.refrigerantmanagement.ca) today. The updated website more accurately reflects the current branding and positioning of this award-winning environmental care program.

The new website is more visually engaging, user-friendly, and contains up-to-date information about the Program for contractors and other stakeholders, including the general public. Visitors to the site are greeted with an “Ozone Depleting Substances (ODS) Counter” on the homepage. This feature tallies, in kilograms, the current quantity of environmentally damaging surplus refrigerant waste that has been safely collected and destroyed by the RMC Program since its inception in 2000.

As of March 30, 2010, this figure reached an astounding 1.9 million kilograms. “This particular feature will allow our stakeholders to track our progress as we approach the 2 million kilogram milestone,” says Dennis Larson, Chair of the RMC program.

Over the last ten years, the Program has grown substantially due to the continuous support of contractors, wholesalers, and other participants. This website brings a fresh, new image to the program and better reflects RMC in its maturity.

Two other odometers are also featured on the new site – one that reports the Program’s efforts in reducing in greenhouse gas (GHG) emissions and another that reports the reduction in ozone depletion potential (ODP) brought about by the success of the RMC program.

Contractors, wholesalers, and collection service providers will benefit from the new “Members Area.” This section contains the Program’s operating guidelines, pertinent Program updates, templates for use by wholesalers and contractors, as well as training modules. Also featured on the site is a comprehensive Program Information section that outlines the formal process for the collection, transportation, storage, and disposal of ozone depleting refrigerants, which is fashioned after the current reclamation system in the industry.

The website is intended for the general public as well as those in the industry. It is a platform to educate, inform and engage the public about the RMC program and the dangers of surplus refrigerant waste. Also, it communicates to contractors and wholesalers the importance and benefits of being involved with the program.

To design and manage the development of the site, RMC partnered with a foremost Toronto-based web development firm and TerraChoice. TerraChoice is a leading environmental marketing company and manages the EcoLogo Program, by which RMC is certified. "We are confident that the hard work that was put into this website will make refrigerantmanagement.ca a useful resource for all Program participants as well as the general public interested in learning more about this superior environmental care Program", says Larson.

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About Refrigerant Management Canada (RMC):

RMC is a not-for-profit corporation established by the Heating, Refrigeration and Air Conditioning Institute of Canada (HRAI) and the Canadian refrigeration and air conditioning industry. It is an industry-led environmental care program committed to the responsible disposal of surplus ozone depleting refrigerants from the stationary refrigeration and air conditioning industry. The RMC Board of Directors oversees the Program's operations and includes representatives from the refrigeration and air conditioning industry, equipment owners and environment/community groups. Visit www.refrigerantmanagement.ca for more information.

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