

MEDIA RELEASE

**HVAC&R FOR A BETTER WORLD – AIRAH LAUNCHES NEW BRAND AND WEBSITE**

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In a move that refreshes the 103-year-old Institute's image and also improves both efficiency and accessibility, leading HVAC&R body AIRAH has unveiled a new brand identity and website.

"We are really excited about the changes," says AIRAH CEO Sami Zheng, Affil. AIRAH. "We have refreshed the AIRAH brand to better reflect who we are and what we do. And we have developed a new digital platform to provide users with an improved web experience."

The changes were informed by a thorough consultation process with members and industry experts over the past two years.

"Our members told us that they want HVAC&R to be seen as an exciting, modern industry that is at the forefront of technology and sustainability," Zheng says. "Our new brand identity has been designed in consultation with our members to convey this. We believe it will lift the profile not just of AIRAH, but of the whole industry.

"We have also listened to feedback about our online services, and the need for an improved digital infrastructure. Our new website has been designed for better viewing on all devices, and to give users easier access to our technical manuals, online training, and AIRAH's many other services."

The new brand and website are part of AIRAH's updated strategy that focuses on advocacy, greater industry recognition, and collaboration.

Inspired by the role HVAC&R plays in the built environment and the Institute's work in sustainability, the new brand identity is closely aligned with AIRAH's new strategic direction. It reflects not only the engineering of cooling and heating, but also a growing focus on air movement, decarbonisation, and health in buildings.

Some features of the new AIRAH website:

- Responsive design so content displays properly on any viewport size
- Simplified navigation structure supported by significantly improved search systems
- Improved front-end and back-end performance

"There is still a lot to do," Zheng says, "but we are committed to helping AIRAH – and Australia's HVAC&R industry – become the best possible version of itself."

**ENDS**

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