

Climate Control Group Unveils “The Innovation Experience” at the 2023 AHR Expo

Climate Control Group, a NIBE Group Member, announced the unveiling of “The Innovation Experience” at the 2023 AHR Expo, being held at the Georgia World Congress Center in Atlanta, February 6 – February 8, 2023. Climate Control Group will be showcasing sustainable and industry leading HVAC innovations for both commercial and residential applications with an immersive virtual presentation.

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Climate Control Group consists of four dynamic brands with a diverse portfolio of industry leading HVAC solutions including ClimateMaster, International Environmental Corporation (IEC), ClimateCraft and ClimaCool. The integration of these four companies has resulted in increased supply chain leverage, cost control, and accelerated innovation for sustainable HVAC technologies.

“What Climate Control Group has really worked on over the past couple years is bringing all of these brands together in the channel with our partners to promote all of the different efficiencies, technologies, and applications that we have in our portfolio.” said Kevin McNamara, COO of Climate Control Group.

The Innovation Experience will display the latest technologies and solutions from ClimateMaster, International Environmental Corporation, ClimateCraft and ClimaCool with a virtual tabletop experience that is simultaneously broadcasted on screens within the booth for an immersive journey.

The interactive virtual tabletop display will feature:

- ClimateMaster iGate® 2 - Remote diagnostics in the palm of your hand
- ClimateMaster Tranquility® TRL - Unmatched low profile water source heat pump
- IEC SureFlow® - Four pipe cooling and heating delivered with the simplicity of two pipes
- ClimaCool - Pairing modular chillers with geothermal loops
- ClimateCraft – A peek inside our ACCESS custom air handling units

“Our goal is to immerse visitors in a booth that feels alive!” said Sara Tsoodle, Senior Product Marketing Manager at Climate Control Group. “Superior HVAC solutions are measured by cost, efficiency, peak load performance, and so many other critical data points delivered in comparative spreadsheets. We have the data. We have the spreadsheets. We just believe in providing facts in a way that is exciting.”

In addition to The Innovation Experience at booth C5189, Climate Control Group is featuring the launch of the Inflation Reduction Act Geothermal Resource Center, led by Joe Parsons, recently appointed Senior Marketing Sustainability Manger. Joe Parsons has presented on national platforms regarding the impact of the Inflation Reduction Act for

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Contact Author

WALLACE KITTREDGE

Climate Control Group

1 6145307926

[Email >](#)



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geothermal tax credits and has authored guides to navigate the complexities of the legislation for both commercial and residential installations. As an industry advocate, his goal is to educate the market on the financial and environmental benefits of geothermal heat pump technology and providing potential customers with a clearly defined path to geothermal ownership.

“The Inflation Reduction Act of 2022 included landmark initiatives supporting geothermal heating and cooling technology to level the playing field for front-end cost vs total cost of ownership.” said Joe Parsons. “It is critical to provide resources to educate the industry on the geothermal incentives provided by the IRA (Inflation Reduction Act) which provides substantial tax credits of up to 30% to 50% through 2032.”

Other Climate Control Group experts will be presenting at the AHR Expo on compelling topics including decarbonization and IRA tax credits, increased hydronic system efficiency, and advanced remote diagnostic service solutions.

For more information visit: <https://ccgi-hvac.com/ahr>

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Contact Information: Marketing Communications Manager, Wallace Kittredge, 614-530-7926, Email: wkittredge@climatecontrolgroup.com

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