



**ACREX**  
India 2018

22 - 24 FEBRUARY 2018  
Bangalore International Exhibition Centre (BIEC)



**ACRO**NEWS

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## ISHRAE Speaks

### What more is new this ACREX?

*Augmented efforts and strategy for maximum participation*



**Shilpan Shah**  
Chairman Marketing  
& PR for ACREX India 2018

Greetings from ISHRAE!

We hope that you have been enjoying the past and recent issues of ACRO News and are excited with all the build-up for the forthcoming ACREX. The fair, or should we say, the “**Exposition Extravaganza**” comes to all of us with a lot of promise.

Come February, ACREX would be seen with new initiatives in terms of marketing and branding the event. There would be noticeable aspects that facilitate ease of business, as well as those that display higher standards of communications and aesthetics for our audience.



You would have seen our mascot for the build-up of ACREX. This is a part of branding practice that we are consistently trying to establish.

Our website, [www.acrex.in](http://www.acrex.in) now has a lot of new features. One such being the Interactive Floor Plan that would help

both exhibitors and visitors plan better for the days of the fair. We would soon have a Mobile app with real time navigation feature for ACREX. So there is much happening on the virtual space of the internet.

ACRO News has been having a great coverage and every single month witnesses wide circulation as well as very valuable contribution from across the industry. The newsletters are available on the website and must be shared with your colleagues, friends and students.

For our various zones and pavillions, we have been creating focussed infographics and advertorials that are frequently published – both physical copies and virtually - and shared as mailers.

Along with regular PR and media activities, we would be ensuring ample coverage of ACREX in Bengaluru across different media in the country.

In all, there is a concentrated effort for B2B marketing to ensure maximum number of participants and visitors. This includes various campaigns on the social media that sums up an extensive marketing drive.

As we sum up, I must confess that it has been an absolute pleasure, discovering and implementing new marketing ideas. With ACREX'18 coming closer to form, our team is absorbed with adventure and thrill as we work to make this ACREX the largest and grandest ever!

## Grab your stall in time!

*Climate and Technology pavilion is filling spaces fast*

The Ozone2Climate Technology Roadshow and Pavilion supported by UNEP is buzzing with activity and a lot of interest. Book your space at earliest at the prime pavillion of ACREX'18.





**Sonia Prashar**  
Managing Director  
NuernbergMesse India

## NuernbergMesse India for ACREX

# The Turnkey Event for the Building Industry with Endless Possibilities

NuernbergMesse India is very excited to welcome the building and construction industry to the forthcoming 19th edition of ACREX India in Bengaluru. The event, being held at the BIEC (Bangalore International Exhibition Center) in Bengaluru on the **22 - 24 FEBRUARY 2018**, is constructed to be a spectacular show of all aspects of the products and services required in the building industry.

Along with the Indian Society of Heating, Refrigerating and Air Conditioning Engineers (ISHRAE), we are working to curate this larger-than-life, yet hugely practical and functional platform that marks the largest trade fair for Refrigeration & Cold chains, Air Conditioning, Ventilation and Intelligent Buildings in the whole of South Asia.

These three days in February would see a substantial amalgamation of expertise across the industry, both in terms of experience as well as break-throughs.

International companies and brands have been eyeing India as one of the fastest growing economies and the consumer market and the ACREX 2018 shall be a great confluence between Indian and cross-continental manufacturers and buyers.

With multiple sub-events, there is something for everyone – students, freshers to the industry, mid-level professionals, seasoned veterans, small to mid scale business and large brands that are institutions in their own right. Under the solid roof of the Build Fair Alliance, there would be exhibits, seminars, workshops, talks and a whole lot of interaction for the industry across the globe.

We, with delightful enthusiasm, look forward as we prepare for coming February and welcome everyone to Bengaluru.



## Myth #5 – Targeting VOCs should be your first priority.

Plenty of attention has been placed on the sources of volatile organic compounds (VOCs) in the industry because of the adverse effects they have on occupants who might breathe them in regularly. Found in paints, adhesives, flooring and other building products, VOCs can contribute to more acute issues like respiratory irritations, headaches, nausea and dizziness and to chronic exposures over long periods of time including liver and kidney damage, central nervous system damage and even cancer. But in most instances, occupants aren't breathing them in for extended intervals.

“There's a great deal of effort put into minimizing VOC levels in buildings via low-emitting materials,” says Turner. “It's good to put effort into employing good source control, but most buildings do not have VOC issues. We measure VOC levels in every building we go into, and we hardly ever

find elevated VOCs inside the buildings.”

Most of the time buildings with high VOC levels have been constructed recently, which isn't to say that they aren't found in older buildings – it's just more common in new ones. Therefore, if not already eliminated through proper ventilation, VOC issues will usually be short-lived.

“The levels of VOCs quickly die away over the first six months of a building's life – possibly sooner,” explains Turner. “We find that the majority of IAQ problems that happen really come down to maintenance and operations, not elevated VOC levels.”

So while it is important to be conscientious when purchasing materials, nothing can really beat good and dependable ventilation practices.

**Humor: powered by searcho.org**

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An Initiative by ISHRAE

Connect with buyers from across India

## On a lighter note

Q: How do you convert an air-source heat pump to a ground-source heat pump?

A: Install it in quicksand.

Customer: "My furnace makes a loud noise once in a while and I smell something funny.

Technician: "Sounds like it's getting gas".

Customer: "I'm buying my parents a new AC. They want the loudest one you have.

Salesman: "Why?"

Customer: "They're deaf and they hate the neighbours"

Customer: "It's been a long time since I've had the AC serviced".

Tech: "Yes, I could tell. The fur from your black Labs had been in the condenser so long, it turned gray."

## Have you planned your trip to ACREX?

### Booking advisory - Time starts now!

Bengaluru will host ACREX'18 and another big event at the same time. The spots would be tighter. We advise you to make your bookings at the earliest, since the tariffs are going to rise higher than the standard expected price range. You can reserve your accommodation, air travel and local transportation directly or hassle-free through the ACREX appointed Travel Partner:

**International Travel House Limited**

T-2 Community Centre, Sheikh Sarai Phase-I,  
New Delhi-110 017, Tel.: +91-11-26017808

**Please contact**

**Mr. Sudip Sinha**

+91 9711155780, sudipsinha@ith.co.in

**Mr. Apar Yadav**

+91 9711155780, conferences@ith.co.in

## Write for ACRO News

Hello, Readers!

We are soliciting content - news, views and reviews. We urge you to send in stories about the industry, energy saving, latest technologies, innovation and market discoveries. If you have anything that you would like us to cover in our forthcoming issues, please write to [smitadhall@gmail.com](mailto:smitadhall@gmail.com).





## Exhibitor Feature

# MIDEA Fan Coil Units



These are indeed exciting but testing times. Last 12 months have been a ride and experience for sure. There have been numerous events around us, not of all of which linked directly to our industry, but having a credible impact on all of us too.

Happenings in the macro environment around us have the potential to alter the landscape of our industry in the near future. It is thus imperative for all of us to adapt and evolve with the times and keep pace with the times.



## Initiatives by Midea and Kubic

In line with the global phenomenon of acting against global warming, Midea and Kubic have together set in place a mission to promote and popularise the move towards energy efficient systems such as Brushless DC motor based Fan Coil Units, Modulating Pressure Independent Controls even for small sized terminals, switchover to greener alternatives of components and invest in systems and designs of a greener future.

We have in the last few months commissioned numerous projects with these advancements and are tracking and monitoring their performance real time. We intend to build a solid knowledge base around these developments.



## New Products with top of the line technology

Enhancement of the BLDC motor FCU range is top on our priority list. Even today MIDEA and Kubic bring to India the widest range of BLDC FCUs with Chilled Water Cassettes, High Wall FCUs, Ceiling Concealed FCUs and now the Floor cum Ceiling Hung FCUs as well.

Recently we have introduced the Floor cum Ceiling mounted Decorative FCU range with the latest Brushless DC Motor technology. Expanding this range is in line with our mission to switchover completely to DC motors by 2022. We intend to maintain this leadership and innovative position with Energy Efficiency in the FCU market in India.



The SWITCH is a popular term which our customers have devised for the unique "switch over of static pressure" function of our Midea BLDC Concealed Fan Coil Units. A unique switch combination allows users to select between 12Pa/ 30Pa/ 50Pa external static pressure for concealed FCUs thereby bringing a new paradigm in flexibility in design and execution of projects.

At ACREX 2018, we shall be creating a BLDC WALL - a dedicated experience zone which shall try to highlight the efficacy and promote the concept of energy conservation by using the latest Brushless DC Motor technology.

Midea and Kubic are looking to appoint Regional Distributors across the country and seek proposals for the same.



International Partner for ACREX'18 – Part I



## Product Certification for Consumer Confidence and Fair Competition

**Sunil Nanjundaram, Director, Data Services, AHRI**

The Air-Conditioning, Heating, and Refrigeration Institute (AHRI) is a non-profit trade association representing manufacturers of global HVACR and water heating equipment. AHRI was formed with the purpose of providing a forum where industry can come together with one voice and solve issues of common interest. AHRI's core initiatives are based on standards, certification, and advocacy.

AHRI's certification program has many benefits, including that it enhances consumer's confidence in the performance of products and encourages fair competition in the market. Because AHRI randomly selects and tests equipment each year at a third-party lab, buyers can be assured that participating manufacturers produce products with consistently valid ratings and that products meet relevant technical standards and related requirements such as Minimum Efficiency Performance Standards (MEPS).

AHRI certification is voluntary but is widely recognized and specified globally as a requirement for bidding on construction projects. All certified products are listed in the only Directory of Certified Product Performance at [www.ahridirectory.org](http://www.ahridirectory.org).

AHRI began its certification program more than 100 years ago, testing heating products. Forty years later, cooling products were added to the program. These programs, initiated with the purpose of providing a level playing field for all manufacturers, have grown steadily over the years to meet increased demand for tested and certified data.

AHRI's programs operate under a strict quality system in accordance to ISO/IEC Standard 17065 and are accredited by the Standards Council of Canada (SCC) for North America and COFRAC for Europe. American National Standards Institute (ANSI) and SCC separately accredit standards. These accreditations demonstrate AHRI's commitment to integrity, quality, and equal access to all - some of the reasons why AHRI programs are globally recognized and industry respected. Governments in Australia, Canada, and Saudi Arabia have officially recognized AHRI's certification programs as an official path of compliance in their respective countries.

In the U.S., regulators at the federal, state, and local levels are increasingly motivated to depend upon AHRI for the

accurate and unbiased evaluation of HVACR equipment. AHRI's certification programs demonstrate to the governments all over the world that performance claims have been independently measured and verified. Upon verification, the AHRI Certified® mark is applied to the product to serve as a visual statement of conformance.

The AHRI certification program offers unique benefits for all users as it will test and verify Application Ratings across the entire operating map for products like chillers and heat exchangers. Verifications are also available for configurable products, such as chillers, air-handling units, forced circulation cooling and heating coils, liquid-to-liquid heat exchangers, and more. For example, unlike packaged unitary or appliances with discrete model numbers, chillers, especially large centrifugals, are highly configured with tens of thousands of possible model combinations.

Coupled with an infinite number of application points, rating chillers are a unique administrative and compliance challenge. Listings of configured chillers in a published directory only provide performance for a single configured model at a single operating point. It is unlikely for that listing to be relevant in any real job. Instead, AHRI's Directory of Certified Product Performance provides information on the current version and release date of AHRI certified selection-rating software that is used to obtain the performance of the exact configured chiller at any operating condition, as well as the official AHRI certified selection output.

The selection rating software is provided to and approved by AHRI prior to listing on the directory. This output page can then be submitted to AHRI to be verified using the same software. AHRI provides this verification service free of charge and receives hundreds of requests annually.

In support of the newly published BIS chiller standard, AHRI also is committed to including Indian conditions in the AHRI standard, as well as annual testing at Indian conditions for manufacturers operating in India. Certification claims alone are insufficient to support India's labeling program unless the program is committed and has a plan to continuously test at Indian rating conditions.





## ISHRAE Initiative

# SearchO Searches



An Initiative by ISHRAE

Connect with buyers from across India

We are pleased to invite you as one of the contributors of HVAC&R and The Building Services Industry on our digital platform [www.searcho.org](http://www.searcho.org), for we believe, your contribution to the industry deserves 'exclusive' attention.

The buyers are now playing a more involved role, making it important for us to reach them directly. Our principal approach is, to entitle every buyer to maximum information. We strive to achieve this by sharing a complete bouquet of the products and services, offered by SMEs & leading players in India.

### ISHRAE conceptualized SearchO.org with this exact objective in mind.

SearchO.org is an online marketplace, collaborating suppliers and buyers on a single e-platform.

Any business can register with us irrespective of the size and list their products and services. There is an additional option for reaching premium buyers too.

Searcho.org is free and open to all businesses related to HVAC & R and business services Industry. With more than 200 categories Searcho.org covers all aspects of HVAC&R and The Building Services Industry.

Contact: 8860 789 782 • email: [searcho.org@ishraeq.in](mailto:searcho.org@ishraeq.in)

## Build Fair Alliance Partners



**BUILD FAIR ALLIANCE**  
Integrated Building Solutions



## OUR PARTNERS

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## SUPPORTING ASSOCIATIONS

<b>ALL INDIA ACRA</b>	<b>ASHRAE</b>	<b>ENERGY LIFE</b> CONCEPT	<b>CCSI</b> Contamination Control Society of India	<b>CREDAI</b>	<b>ISAI</b>	<b>GBCI</b>	<b>LAPMO</b>	<b>IFMA</b>	<b>India Green Building Council</b>
<b>ISKJO</b>	<b>IICR</b> International Institute of Research in Construction	<b>INDIA</b>	<b>PHD</b> Punjab Housing Development Corporation	<b>RAMA</b> REPRODUCTION AND RECONSTRUCTION MANUFACTURE ASSOCIATION	<b>RATA</b>	<b>REVA</b> 3E	<b>EMASE</b> Energy Management Association of India		

## Exhibitor Feature

### Better IAQ & Adaptive Thermal Needs With Low Power Consumptions



Indian market witnesses fast pace growth for energy efficient air cooling solutions

Modern air cooling systems are fast replacing conventional energy consuming Air Washers bringing down lowering CAPEX & OPEX substantially. Greencon in its zest to provide unparalleled energy efficiency products, receives overwhelming response and acceptance to its IV generation “E Series” machines which is an electronically controlled modular ductable air cooler.



Each machine comes with host of features like, Corrosion free body, Inverter drive, Variable air speed, Auto Temp / RH controls (within Psychrometric limits), Auto filter & water cleaning etc. Owing to its compact, light weight yet rugged construction E series are suitable to be mounted over the PEB shades and could also be installed on the wall bracket there by reducing the installation & running costs.

Since the machine does preventive maintenance on its own by de-dusting the air filters & bleeding off the sump waters, it has been fast creating a niche for itself where consumers are looking for energy efficient, user friendly competitive products.

Apart from conventional air washer & dual stage cooling units Greencon recently launched Hybrid “D-X Series” moving a step ahead to provide hybrid air cooling solution which automatically switches over to conventional air conditioning from Dual stage Air Cooling systems and provide perfect air conditions

during those few hot / humid operating hours. These machines provides perfect solutions to climatic zones where the working hours includes Hot & humid ambient conditions for few months of the year.

Greencon provides complete solutions for cooling needs as it manufactures prefabricated rectangular & round metal ducts using completely automatic plant and hence is geared up to provide one stop solution for HVAC modern products.

A full fledged production facility in a plot measuring 15,000 sq. ft. area centrally located in business capital of MP at Indore, engages in manufacturing of HVAC and CLEAN ROOM related equipment.

The unit is equipped with modern equipment like Plasma Machine, Auto Duct Manufacturing Line, hydraulic power press, PUF injection machine, Seam forming equipment and all necessary tools to meet any challenge & market demands.



Greencon caters to multiple industries across the market, including pharmaceuticals, biotechnology, precision labs, healthcare industry, food processing, semi conductors, chemical industry, shopping complexes, hotels & institutional among others.

More details could be found on [www.greencon.co.in](http://www.greencon.co.in). The product could be live experienced in Hall 4, Stall D2 of ACREX 2018, Bengaluru.





## International Partner for ACREX'18 – Part II

# AHRI Certification as a Path to MEPS Compliance

*Henry Hwong, Senior Vice President of Technical Services, AHRI*

AHRI's certification program is recognized around the globe as a reliable and credible source of information. AHRI has invested in this program over many decades, establishing relationships with laboratories worldwide and carrying out detailed audits to ensure all testing meets its rigorous requirements.

AHRI's programs operate under a strict quality system in accordance to ISO/IEC Standard 17065 and are accredited by the Standards Council of Canada (SCC) for North America and COFRAC for Europe. All certified products are listed in the only Directory of Certified Product Performance at [www.ahridirectory.org](http://www.ahridirectory.org).

In recent years, increased discussion and scrutiny around climate change have driven policies that led to increasing minimum efficiency performance standards (MEPS). The implementation of such MEPS have driven the demand for tested and certified data and a delivery system from the certification body to the regulatory authority.

AHRI is uniquely qualified to support national and regional MEPS anywhere globally by routinely collecting the data and conducting performance tests, which are the core requirement of any MEPS. In fact, governments in Australia, Canada, and Saudi Arabia have officially recognized AHRI's certification programs as an official path of compliance in their respective countries.

Recognition of AHRI certification as a path of compliance for MEPS allow regulatory bodies to

implement regulations without undue burden to manufacturers that have already voluntarily participated in a rigorous program. In the U.S., regulators at the federal, state, and local levels are increasingly motivated to depend upon AHRI for the accurate and unbiased evaluation of HVACR equipment.

AHRI's certification programs demonstrate to the governments all over the world that performance claims have been independently measured and verified. Upon verification, the AHRI Certified® mark is applied to the product to serve as a visual statement of conformance. In India, AHRI is currently in discussions with the Bureau of Energy Efficiency to utilize AHRI's certification program as a path of compliance for future MEPS.

AHRI's certification program includes more than 530 manufacturers from nearly 30 countries. In addition to helping manufacturers meet MEPS, it prevents duplicative testing while providing governments testing data without the typical required investment in labs and allow successful implementation of MEPS that will save energy.

AHRI will exhibit at ACREX and showcase its many certification program participants, as well as the benefits of its program. Consult the AHRI Directory of Certified Product Performance at [www.ahridirectory.org](http://www.ahridirectory.org). Visit AHRI's booth to learn more.

## IMPRINT



**Sonia Prashar**  
Chairperson of the Board  
& Managing Director  
NuernbergMesse India Pvt. Ltd.



**Kavita Sharma**  
Project Director,  
ACREX India  
NuernbergMesse  
India Pvt. Ltd.



**Sony Jacob**  
Marcom Manager  
NuernbergMesse India Pvt. Ltd.  
[marketing@nm-india.com](mailto:marketing@nm-india.com)



**Apurba Biswas**  
Marcom Manager  
NuernbergMesse India Pvt. Ltd.  
[apurba.biswas@nm-india.com](mailto:apurba.biswas@nm-india.com)



**Smita Dhall**  
Editor and Curator  
ACRO News

NÜRNBERG MESSE

"German House", 2, Nyaya Marg, Chanakyapuri  
New Delhi 110 021, INDIA • T: +91 (0) 11 47 16 88 88