Living landmark
Barangaroo International Towers Sydney scores world-first WELL rating.
More features for users, greater control and functionality for listing businesses – it’s the new and improved online industry directory.

AIRAH has relaunched the online HVAC&R Industry Directory. The new website, called HVAC&R Search (hvacrsearch.com.au), aims to be the largest HVAC&R industry directory in Australia.

HVAC&R Search includes six main categories, including heating, ventilation, air conditioning, refrigeration, building services and business services. Companies in each main category are sorted into alphabetical order under sub-categories.

AIRAH CEO Tony Gleeson, M.AIRAH, believes the new directory is a big step forward.

“The hardcopy of AIRAH’s Industry Directory remains extremely popular,” he said. “But we felt the original online version was not providing the functionality that our partners required.

“The features built into HVAC&R Search enables large and small businesses to showcase their diverse products and services in an impressive and professional manner. The powerful search function means users can find what they’re looking for quickly and efficiently.”

HVAC&R Search offers four types of listings for businesses. It’s free for anyone to join, and there are also the paid Essentials, Premium and Storefront packages, each with additional functionality on the website. This includes the ability to add videos, images and articles, and upload information about products and services.

Regional sales manager – Australasia at Reliable Controls Corporation, Jason Duncan, says this will be especially valuable for businesses.

“Having the ability to post video and promotional literature is useful, as it provides good marketing for the product provider but can also be used as an educational tool for customers,” he said.

The new website has a cleaner layout and more functionality than the previous Industry Directory website. Customers can also update their own listings.

Tayler Stevenson, Affil.ARIAH, product manager, factored gases at BOC Limited said HVAC&R Search is visually easy to navigate. He added that having individual product pages with images and the ability to upload articles gives businesses more scope for showing off their wares than in a standard business directory.

“Being on HVAC&R Search means potential customers can find your business by searching for products, even if they don’t know your business or what your business offers them.”

Advertisers who purchased a spot in the hardcopy 2018 AIRAH Industry Directory have automatically been listed on the new website.