**MicroGroove Webinar to Show How Small-Diameter Tubes Are Now Being Used in Large Size Heat Exchangers, Says International Copper Association**

*Registration Now Open for Free MicroGroove Webinar Slated for 11 June 2013*

**New York, NY (2 May 2013)** — The International Copper Association (ICA) is proud to sponsor a new webinar on smaller-diameter, inner-grooved copper tubes titled **“MicroGroove Copper-Tube Coils: Moving beyond Residential Applications.”** The webinar will be presented at 1 pm ET on June 11, 2013.

Registration is free-of-charge and is now open via [www.microgroove.net/webinars](http://www.microgroove.net/webinars); or directly at

<https://vts.inxpo.com/Launch/QReg.htm?ShowKey=13650&AffiliateData=microgroove>

The focus on commercial applications has been made possible by ICA teaming up with Super Radiator Coils of Richmond, Virginia, a firm that specializes in heat exchangers for commercial and industrial equipment. Super Radiator Coils developed its 5-mm diameter copper tube product using its industry leading wind tunnel test lab, and the company offers a wide array of capabilities in MicroGroove coils including design software that will be demonstrated in the webinar.

“Manufacturers of commercial and industrial equipment have been surprised by how much MicroGroove coils can improve their designs,” says Matt Holland, “It is not just for residential applications. We are applying 5-mm diameter coil designs to help customers meet the challenges of efficiency, cost, space and weight in their equipment.”

This new webinar will feature a live demonstration of the coil design software and how traditional designs can be converted easily to MicroGroove designs. John Hipchen of the Exel Consulting Group will briefly review the basics of MicroGroove Technology and then Matt Holland, Vice President of Operations at the Richmond Division of Super Radiator Coils, will elaborate on his experience in adopting MicroGroove for use in large-sized heat-exchangers.

Previous webinars focused primarily on residential applications. MicroGroove technology initially was developed by some of the largest OEMs in the world for residential AC. Its success in residential AC spurred the development of MicroGroove for the large coils used in commercial and industrial AC and refrigeration systems.

The MicroGroove webinar series began in December 2010. The four previous MicroGroove webinars with Q&A sessions now can be accessed on YouTube via [www.microgroove.net/webinars](http://www.microgroove.net/webinars); or by searching online for “MicroGrooveTech.” No registration is required to view these educational webinars. Related links and slideshows can be found on the webinar page of the microgroove.net website. The previous webinars covered the basic properties of MicroGroove tubes, including the measurement of inside-the-tube heat transfer coefficients and pressure drops; the design principles of coils for residential AC applications, including the optimization of tube circuitry and fin designs; energy savings in residential air conditioners, including coefficients of performance; and coil manufacturing techniques for smaller-diameter copper tubes.

“Following its remarkable success in residential applications, MicroGroove is now being chosen for commercial and industrial applications by innovative companies in the business of making coils for air conditioning and refrigeration,” says Nigel Cotton, MicroGroove Global Team Leader for the International Copper Association. “Super Radiator Coils is a forward thinking company. It is doing a great job in commercial applications and is prepared to work under confidentiality agreements with interested partners to develop next-generation products.”

Visit www.microgroove.net for information and join our discussion on LinkedIn: [www.linkedin.com/groups/Microgroove-4498690](http://www.linkedin.com/groups/Microgroove-4498690).

**About ICA**

The International Copper Association, Ltd. (ICA) is the leading organization for promoting the use of copper worldwide. ICA’s mission is to promote the use of copper by communicating the unique attributes that make this sustainable element an essential contributor to the formation of life, to advances in science and technology, and to a higher standard of living worldwide. Visit [www.microgroove.net](http://www.microgroove.net) for more information about ICA.

**About Super Radiator Coils**

Founded in 1928, Super Radiator Coils ([www.superradiatorcoils.com](http://www.superradiatorcoils.com)) has its headquarters offices and a manufacturing plant in Minneapolis, Minnesota. The company also has manufacturing operations in Richmond, Virginia, and two plants in Phoenix, Arizona, including its Custom Air Coolers Division. The company produces condenser, evaporator, steam and other coils for more than 20 industries, including HVAC equipment manufacturers; petrochemical producers; pharmaceuticals; pulp and paper companies; food processing, storage and display equipment.

**# # #**