**MicroGroove Takes Center Stage at the AHR Expo 2013 New Product & Technology Theater, Says International Copper Association**

*Experts Share Know-How on the Design, Manufacture and Testing of Heat Exchanger Coils Made from Smaller Diameter Copper Tubes*

**New York, NY (October 31, 2012)** — The International Copper Association today announced that tube suppliers, equipment makers and heat-exchanger manufacturers will share their expertise on topics relating to smaller diameter copper tubes at the New Product & Technology Theater B of the AHR Expo 2013 in Dallas.

MicroGroove technology, originally developed for room air-conditioners, including window units and split systems, is now also recognized by manufacturers as being well suited for large heat exchangers in commercial-sized air conditioning and refrigeration systems. When smaller diameter copper tubes are used in the construction of large-area heat exchanger coils, major advantages are realized in terms of energy savings, materials savings, reduced refrigerant charge and smaller footprints.

To facilitate technology transfer at the AHR Expo, the Copper Alliance has organized a series of presentations from innovative industry experts who are active in the development of new applications for copper tubes. The roster includes experts in the design and manufacture of heat-exchangers as well as experts in the manufacture of copper tube and fittings. Six 20-minute speaking slots have been reserved at the New Product & Technology Theater B at the AHR Expo at the Dallas Convention Center on Tuesday, January 29, from 2 p.m. to 4 p.m. The agenda is given below.

This technology overview is free-of-charge and it is open to all AHR Expo attendees. Speakers will address such topics as copper tubes for refrigeration; large area coil design; tube benders for small diameter tubes; surface enhancements; and system benefits. While residential air conditioning will be discussed, emphasis will be on the application of MicroGroove in commercial systems for refrigeration, air-conditioning and air-handling. Anybody involved in the design and manufacture of heat exchanger coils or the development of technology roadmaps should attend.

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.copperinfo.com](http://www.copperinfo.com) for more information about ICA.

**MicroGroove Event Announcement**

[Note: Members of the Press Welcome]

Join us for one or more of the following presentations at the **New Product & Technology Theater B** at the AHR Expo in Dallas You will benefit from a concise overview of the MicroGroove advantage as applied to commercial refrigeration, air-conditioning and air-handling applications.

**WHAT: MicroGroove Technology for Commercial Systems**

**WHEN: Tuesday, January 29, 2013, 2 to 4 p.m.**

**WHERE: New Product & Technology Theater B**

**AHR Expo 2013, Dallas Convention Center**

**Theater Timeline**

2:00 to 2:20 pm

The MicroGroove Advantage

John Hipchen from the Copper Alliance, Booth 5524

2:20 to 2:40 pm

Copper Tubing in R410A and CO2 Applications

Dr. Charles Stout, PE and Chris Mueller from Mueller Industries, Inc., Booth 2545

2:40 to 3:00 pm

High Efficiency MicroGroove Coils for Commercial and Industrial Applications

Matt Holland from Super Radiator Coils, Booth 1137

3:00 to 3:20 pm

A New Era of Coil Manufacturing

Newell Franks, Chairman and CEO, Burr Oak Tool Inc., Booth 2957

3:20 to 3:40 pm

New Copper Alloys for the ACR Industry

Ed Rottmann from Luvata, Booth 1545

3:40 to 4:00 pm

Optimization of Copper Tubes for ACR Tube Applications

Steffen Rieger, Wieland-Werke AG, Booth 4156

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