

Enex Technologies launches its Video Podcast channel on Spotify: a new chapter in the multi-channel communication strategy of the European champion of Natural Refrigeration

Treviso, September 24, 2025 – Enex Technologies, the European leader in HVACR solutions with natural refrigerants, announces the debut of its Video Podcast channel on Spotify: **Cool Facts & Hot Takes**.

This new communication space is not only a step forward in the company's multichannel strategy but represents a real **tribute to the community** that has accompanied Enex on a path of exceptional growth of digital channels over the last two years.

Since 2023, Enex Technologies has experienced a real explosion of its online presence: with record numbers for the sector:

- LinkedIn followers multiplied by **10 times** (1,000 to 10,000)
- newsletters dedicated to the B2B channel of technologies for the transition to natural refrigerants reached more than **12,000 subscribers**
- In less than two years, the website, totally redesigned following the numerous acquisitions made in 2022-2023, has seen a surge in visitors, with average traffic growing by more than 3x

The numbers testify to a rising interest in the European pioneer of Climate-Tech and natural refrigeration and have prompted the multinational to create a new dedicated, accessible and engaging content and container, designed for HVACR professionals, students and enthusiasts of concrete innovations, which from the secrets of thermodynamics arrive at the most recent history of the company's innovation roadmap.

Cool Facts & Hot Takes is a series of short and dynamic episodes that tell the story of the revolutionary technologies developed by Enex, such as the liquid and vapor ejectors designed by Sergio Giroto, founder of Enex and Honorary President of Enex Technologies, or the CO2 solutions applied in the commercial and industrial sectors. The podcast also addresses industry challenges, such as resistance to change and the abandonment of polluting chemical refrigerants, offering an authentic and technical narrative.

The bilingual format, with episodes in both Italian and English, reflects Enex's deep roots and its evolution into a multinational company with 12 production sites spread across four European countries.

A multi-channel communication strategy

With the launch of the Video Podcast channel on Spotify, Enex Technologies expands its multi-channel communication strategy. The goal is to strengthen Enex's positioning as a **brand**



innovator and pioneer of the transition of the sector, capable of speaking at the same time to a technical-specialist audience and to a wider audience, increasing **brand awareness and reputation** in Italy and abroad.

"We want communication to reflect our values of innovation and sustainability, but also the ability to build an authentic community around these issues. The Video Podcast is a natural step to tell our roots and where we are going, giving voice not only to the company's leaders, but also to our customers and partners thanks to whom in recent years even the most radical innovations have become reliable solutions fully integrated into our global offering" said Luca Marini, Marketing, Communication & ESG Director of Enex Technologies.

Since 2007, Enex Technologies has enabled total savings of more than 1,100,000 metric tons of CO₂ equivalent through customer applications.

