



Dear Air Conditioning / Refrigeration Industry Stakeholder

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**This is to invite you to participate in an App for the refrigeration and air conditioning industry trade.** We are offering you the opportunity to communicate directly with Fridgys via our App: **“Mates Rates for Fridgys.”**

The Australian Refrigeration Mechanics Association and the Australian Refrigeration Association are collaborating to provide Fridgys with the information they need. We have built an App that enables us to communicate directly with the HVACR trade. Its purpose is to provide the tradesmen and women of the industry with the information they need to be better informed and therefore improve their business. The value and benefits of Mates Rates for Fridgys are described in the appendix.

**The essence of an App is that it resides on the phone of the user. It enables the App owner to send “push notifications” that are effectively emails with high content capability (pretty much anything digital) at no cost.** It amounts to a website on the phone of the user that can be updated frequently with new information, and **prompts the user every time new information is provided.** Once our target market downloads our App they will receive the information we / you want them to have.

There are about 55,000 Fridgys that play a fundamentally important role in the industry. We aim to cause a large proportion of Fridgys to use the App. This will enable us to promote your products and inform the trade about matters you feel are important. The App is therefore an advertising opportunity for suppliers to the industry.

To encourage Fridgys to use the App we need you to offer them direct benefits like discounts, free goods or information you feel they will want / need to be more productive. We are asking you to suggest offers you are able to make available to Fridgys that download the App.

**In return for making your offer available and being a found participant we will provide you with a discount of 66% per posting for the first 12 months and a 50% discounted rates for the next 12 months (value of \$4200). All other advertisers will pay a fee of \$300 per posting for the first 24 months. First 12 months @ \$119 per post, savings of 231 per posting. Second 12 months @ \$150 per monthly post, savings of \$150 per post.**

### Next Steps

**Please advise the offer you will make available to the trade to launch the App.**

I hope it is obvious to you that this initiative has the potential to create an important ability to influence the development of the HVACR industry in the national interest and in the interest of your company.

Please respond by June 30<sup>th</sup> 2017 so we can get moving.

Regards Kim & Ian

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## Appendix

### Welcome to “Mates Rates for Fridgys”

This is to explain the App we have built for the Refrigeration and Air Conditioning trade – for Fridgys. We are inviting you to download the App for free and access the offers provided by suppliers to the industry.



*(insert MRF Logo here and link to registration)*

Mates Rates for Fridgys aims to provide all the information you need to be the best tradesman and businessman / woman you can be. It's about growing your business and enabling you to get the tools and information you need.

You know the industry is constantly changing. It's hard to keep up with all the news rules, regulations, and technology from your point of view. We want to help you stay on top of your business in every way we can think of and you can ask us about.

You will find every kind of information we think you need to make your life easier and more profitable. The App is set up so that you can drill into the sector of the industry that matters to you. It is also structured to cover all the topics that we think you need to be informed about.

It's brought to you by the Australian Refrigeration Mechanics Association and the Australian Refrigeration Association because we want to help improve the industry for you and with you.

**It will take time to get it right and complete. Your suggestions for information you need will help. And of course information you can provide will help us help Fridgys right across the country.**

Of course we want you to join us in making the industry better for trade. For too long the HVACR trade has been ignored. More than anything that is about giving you a voice. It's time for you to be heard. That's part of what we will do for you.

We hope you will find the App productive. Please tell us what you need to know and how we can serve you better.

You can register and download the App by clicking on this link. When you have registered you will receive a series of offers from HVACR suppliers we are working with. **We've Got Your Back**

Click on the Logo

Regards

Kim & Ian

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