

# Refrigerant Transition: Consumer-Facing Videos



## Overview

Videos available to help educate consumers about the Refrigerant Transition

Three videos have been developed as a resource for consumers who may be interested in learning more about the Refrigerant Transition and/or researching replacement systems. The videos were created based on key consumer insights\* and include the following topics:

### Next-Generation Refrigerant: The Future of HVAC is Here

Provides an overview of the Refrigerant Transition and highlights how the new product lineup offers superior performance and energy-savings potential

### Next-Generation Refrigerant: Advanced System Safety Features

Showcases the Refrigerant Detection System

### Next-Generation Refrigerant: When to Repair or Replace Your System

Describes how the transition may impact consumers' repair and replace decisions



These videos are currently featured on the [Trane.com/residential website](https://Trane.com/residential) under the "Learning HVAC" navigation header. The videos are also available for Dealer use. Below are few suggested ways to leverage the video assets\*\*:

- During a kitchen table conversation when proposing an R-454B system
- On the Dealer's website
- Within blog or email content to Dealer's customers

## Creative

Videos are available for Dealer use on the Trane YouTube channel and on MAX.



- [Next-Generation Refrigerant: The Future of HVAC is Here](#)
- [Next-Generation Refrigerant: Advanced System Safety Features](#)
- [Next-Generation Refrigerant: When to Repair or Replace Your System](#)



Advertising Materials > Video Library > Refrigerant Transition

\*Refrigerant Transition Homeowner Community Study (Trane Customer Insights, Sept. 2023), online survey among n=130 homeowners

\*\*Note: No paid placement online or OTT is permitted beyond 11/30/2026 due to usage agreement