

# We Introduced Our New Products at ISK-SODEX 2025



## Industry News

### Trex HVAC Drew Attention with Its Innovative Product Range and Strong Engineering Infrastructure at ISK-SODEX 2025

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[AirNewsTurkey](#)

The **ISK-SODEX 2025 Fair**, held at the Istanbul Expo Center between **22–25 October 2025**, once again became one of the most important meeting points of the HVAC industry.

**Trex HVAC**, a leading manufacturer in Turkey in the production of **AAHE heat recovery exchangers**, became one of the most visited brands with its wide product range, technology-oriented approach, and strong R&D capabilities.

### **New Product: Counterflow Heat Recovery Exchanger with Over 75% Efficiency**

At the Trex HVAC stand, the **new Counterflow Air-to-Air Plate Heat Recovery Exchangers**, produced for the first time in Turkey, were introduced in detail along with advanced engineering solutions developed under the Trex brand.

Visitors had the opportunity to receive technical information from expert teams about the **performance, energy efficiency, material durability, and long service life advantages** of these products across different segments.



## “Our Production Culture Is Built on Quality, Efficiency and Competitiveness”

Trex HVAC Co-Founder Deniz Zeybel emphasized the company’s sustainable growth strategy while evaluating the exhibition:

“ISK-SODEX 2025 was not only a platform where we showcased our products, but also a very valuable event where we followed the pulse of the industry and laid the foundations for new collaborations.

At Trex, we have built our production culture on **quality, efficiency, long service life, and correctly analyzing user needs**. All the products displayed at our stand are reflections of **Turkish engineering and our domestic manufacturing strength**.

This year, our **high-efficiency counterflow heat recovery exchangers**, which we have been intensively working on for the last two years and have started producing in

Turkey, attracted great attention. This interest provides strong motivation for us to move our future goals even further.”

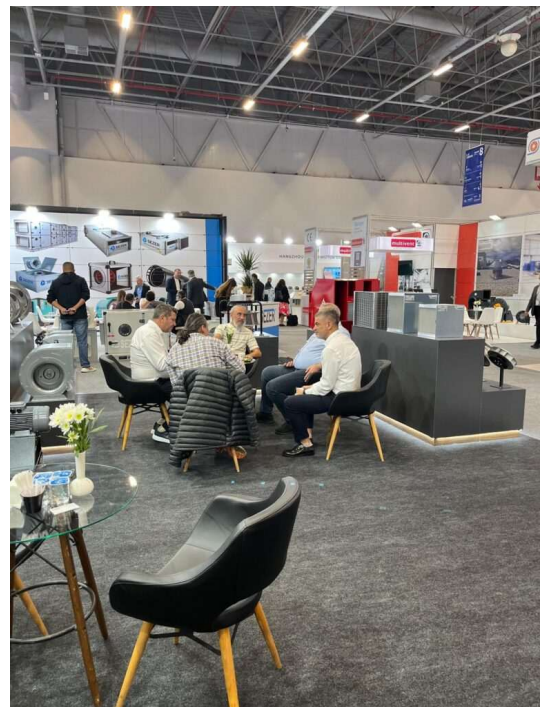
Zeybel also stated that **Trex HVAC continues its growth strategy in global markets** and that the company is focusing on expanding its customer network in **both Europe and the Middle East**.

### High-Technology Solutions Presented to Visitors

Trex HVAC offered visitors a professional experience through **product comparisons, energy efficiency presentations, and technical briefings**.

The advantages of **high-performance counterflow exchangers** designed for **heat recovery ventilation systems** became one of the most popular sections of the stand.

The Trex engineering team answered visitors’ questions and provided **system recommendations and technical solutions** tailored to customer equipment. Thus, the brand stood out not only with its products but also with its **consultancy and knowledge-sharing approach** during the exhibition.





### Trex HVAC on the International Stage in 2026: Mostra Convegno Expocomfort / Milano

In line with its globalization vision, Trex HVAC continues to participate in international exhibitions.

The company will take part in the **MOSTRA Convegno Expocomfort (MCE) Fair**, which will be held in **Milan between 24–27 March 2026**, presenting its innovations in **energy efficiency and ventilation technologies** to international visitors. At **MCE 2026**, Trex plans to introduce its **new counterflow exchangers**, which support its growth targets in the **European market**, together with a broad product portfolio.

