



ATMO America Keynote to Address Impact of Tariffs on Natural Refrigerants Industry

Financial expert Keven Prather will examine the uncertainty tariffs bring to the supply chain, who is most affected and strategies for identifying opportunities and threats.

Michael Garry May 6, 2025 Commercial Refrigeration, North America



In response to growing concerns about how the Trump administration's global tariff program will impact HVAC&R and natural refrigerants industries in the U.S., ATMOSphere will be offering a keynote presentation on this issue at its [ATMOSphere \(ATMO\) America Summit 2025](#), which will be held June 11–12 in Atlanta, Georgia. ATMOSphere is the publisher of [NaturalRefrigerants.com](#).

The keynote will explore how tariffs – and the threat of tariffs – are shaping the future of the natural refrigerants industry and outline steps on how companies can future-proof their operations. It will be delivered at 9 am on June 12 by Keven Prather, Co-Founder, Liminal Partners, a boutique virtual family office serving family-owned and middle-market businesses.

Prather will address the uncertainty tariffs bring to the supply chain, who is most affected, and the key impacts on the HVAC&R and natural refrigerant sectors. Strategies for identifying opportunities and threats amid these challenges will be discussed, as well as major competing industry trends.

Prather brings over 25 years of experience guiding business owners through succession planning and multi-generational wealth transitions. A decorated U.S. Coast Guard veteran and certified family business specialist (CFBS), he is a best-selling co-author and frequent contributor to [HVACR Business](#) magazine, with extensive involvement in industry and nonprofit leadership roles.

Last month, the Trump administration set a baseline tariff of 10% for most countries alongside higher, sector-specific charges on products such as steel, aluminum and autos. It levied a 145% tariff on China, which has responded with its own 125% tariff on the U.S. Higher tariffs on other countries were paused for 90 days.

The tariffs have so far shaken markets, raised major uncertainties among many business sectors and are expected to result in higher prices for many products.

The tariffs have already begun affecting OEMs in the natural refrigerants sector. On April 18, Heatcraft Worldwide Refrigeration announced that because of the tariffs it will implement a flat price increase of 5% on equipment, extended service agreements (ESA) and extended compressor warranties. Service parts will also increase on average of 10%. Orders received prior to May 18, 2025, which are within standard lead times, are eligible for current pricing.

14th edition of ATMO America

ATMO America 2025 marks the 14th edition of the summit, bringing together key industry experts, including manufacturers, contractors, end users and policymakers from around North America and beyond. The two-day summit will showcase the latest developments in natural refrigerant technologies.

The [conference program](#) will feature another keynote presentation on the business case for natural refrigerants, an end-user panel discussion and sessions on refrigeration and heat pump market trends. There will also be sessions covering policies and standards, the environmental impact of HFOs and ATMOsphere's Natural Refrigerants Label, and an award ceremony.

Attendees will benefit from multiple networking sessions and a drinks reception, which will take place on the first evening.

The Platinum sponsor of ATMO America 2025 is [Hillphoenix](#). Gold sponsors are [Kysor Warren](#), [Copeland](#), [M&M Carnot](#), and [Husmann](#), a U.S.-based subsidiary of [Panasonic](#).

Registration for ATMO America 2025 can be accessed [here](#). End users, government personnel, NGO employees and members of the press are eligible for free passes to the conference. HVAC&R contractors and installers can receive one complimentary ticket per organization with a 50% discount on additional passes.

Last year's ATMO America conference in Washington, D.C., included case study presentations on a variety of topics, including [propane \(R290\)-based vaccine storage](#), a 1.5MW (426.5TR)-capacity [CO₂ heat pump](#) at a Canadian university and a Delaware office building's [ammonia HVAC system](#). Presentations from ATMO America 2024 can be accessed [here](#).

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