



THE HEART OF FRESHNESS

## ORIGINALS – ONLY FROM BITZER!

### ORIGINAL COMPRESSORS

## SAFE

Safety and reliability have priority. For BITZER, this includes adherence to national and international laws, standards and regulations during product development and an elaborate quality system in procurement and production. Counterfeits do not meet these high standards.

## ECONOMICAL

Counterfeit compressors tempt customers with supposedly low prices. Yet in no way do they meet the high operating requirements of modern systems. The consequences are severe: A breakdown of the refrigeration system often incurs costs far exceeding that of the compressor – for example with perishable goods. Even the use of counterfeit refrigerants or imitation spare parts can lead to irreparable damage to original compressors and long shut-off periods.

### COMPRESSOR IDENTIFICATION BY QR CODE



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## IT'S OFTEN HARD TO TELL THE DIFFERENCE BETWEEN COPIES AND THE ORIGINAL. BITZER MAKES IT CLEAR – WITH THE QR CODE!

Product forgers are very resourceful. Ever more compressors, spare parts and refrigerant oils are coming onto the market under the name of BITZER and, at first glance, it is hard to tell the difference between the original and the copy. However, BITZER quality can't be copied. That is why the company is defending its reputation as a leading manufacturer of refrigeration compressors, which it has built up over 80 years. It has to protect its standards and its customers' safety. By scanning the QR code on the name plate, you can not only quickly check whether the product is genuine, but there is also a lot of useful information immediately available about the product.

### This is how it works:

- // Scan the QR code
- // Open the link in your web browser
- // "Checking successful" appears as confirmation that the device is authentic
- // Compare serial numbers and the compressor model

### If required:

- // Launch BITZER Software
- // Receive more information



### With one click, you can download all of this information:

- // The brochure for the product
- // Its Operating Instructions
- // The Technical Information
- // The Spare Part List
- // The operating data from the BITZER Software



### With a BITZER compressor, the following is guaranteed:

- // Outstanding efficiency and flexibility
- // High levels of safety and reliability
- // Excellent service and support

Only this generates the best price-performance ratio.

## YOU DECIDE WHAT YOU BUY. ONLY THE ORIGINAL DESERVES YOUR TRUST!

Food can withstand transportation over thousands of kilometers without losing its freshness or quality. Blood donations save human lives – every day. This is only made possible by reliable cooling chains with functional refrigeration and air conditioning systems. By purchasing a counterfeit, you are damaging the manufacturer of the original and you are even putting the health of others at risk. This cannot be allowed to happen!

## WHOEVER PUTS COUNTERFEITS INTO CIRCULATION IS RESPONSIBLE!

Not only the products and their documentation are copied, but also the manufacturer's declaration and Declaration of Conformity, without the relevant requirements and measures having been adhered to. Whoever uses or sells counterfeit products will be held responsible for personal injury and damage to property in cases of doubt.

## PRODUCT PIRACY IS ILLEGAL AND DANGEROUS. IT HARMS EVERYONE!

BITZER is taking on the product pirates! Product pirates are criminals as they put people at risk and cause a lot of economic damage. That is why they have to be pursued with all legal means and brought to justice for their crimes. Please let us know if you suspect that your machine may be a forgery or if you are offered a forged machine.

- // Contact us at [bitzer@bitzer.de](mailto:bitzer@bitzer.de).