

# Press information



## **BITZER SE**

Peter-Schaufler-Platz 1  
71065 Sindelfingen // Germany  
Tel +49 7031 932-0  
Fax +49 7031 932-147  
bitzer@bitzer.de // www.bitzer.de

Unser Zeichen // Our Ref.

Abs. // Sender  
Abt. // Dept.  
Tel Dw. // Ext.  
Fax Dw. // Ext.  
E-Mail

Patrick Koops  
Public Relations  
+49 7031 932-4327  
+49 7031 932-54327  
patrick.koops@bitzer.de

## **Beijer Ref becomes official BITZER wholesale partner in Australia**

*Sydney, 10.06.2020. On 10 June, wholesaler Beijer Ref Australia and the refrigeration and air conditioning technology specialist BITZER Australia concluded a partnership agreement: from now on, Beijer Ref will offer the complete range of BITZER products and services in Australia.*

The Australian branches of both Beijer Ref and BITZER belong to the leaders in the refrigeration and air conditioning industry. Both companies signed an agreement which further defines their partnership: the rolling one-year agreement qualifies Beijer Ref Australia to offer the whole range of BITZER products and services within their own range of Australian-manufactured products. Now, Beijer Ref customers from Australia and New Zealand can benefit from direct access to the whole BITZER portfolio.

Wayne Ferguson, Managing Director Beijer Ref Australia, says: 'BITZER enjoys a consistently strong demand among our customers. This newly fixed collaboration now gives us the opportunity to serve our customers even better and opens up new possibilities for business for both Beijer Ref and BITZER.' BITZER Australia's Managing Director Simon Wood adds: 'We are very much looking forward to our collaboration with Beijer Ref and are going to support them in every possible way. They have proved to be one of the most reliable partners of the BITZER Group and this is a benefit we surely do not want to withhold from customers here in Australia and New Zealand.'

BITZER and Beijer Ref have been partners for many years. In 2018, Beijer Ref AB and BITZER SE renewed their partnership agreement initially for three years covering 44 associated Beijer Ref

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companies. This cooperation ensures the worldwide growth and presence of both companies and is now perfectly complemented by the Australian agreement.



As an independent specialist for refrigeration and air conditioning technology, BITZER is present all over the world: with products and services for refrigeration, air conditioning and process cooling as well as transport, BITZER ensures optimum temperature conditions for trade in goods, industry processes and indoor climate control – always considering the highest possible energy efficiency and quality. BITZER is represented all over the world with 72 sites in 37 countries, including its sales companies and production facilities. Trade and service partners included, the BITZER network of manufacturing, development and sales extends to almost all countries in the world. In 2019, 3,800 employees generated a turnover of €808 million; expenditure for research and development totalled €46 million.

## **Overview of images**

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Image: Beijer Ref Australia and BITZER Australia signed a rolling one-year agreement. Pictured (from left to right): Gianni Parlanti (BITZER Chief Sales and Marketing Officer and Member of the Executive Board), Per Bertland (CEO and President at Beijer Ref Group) and Jonas Steen (COO and Executive Vice President at Beijer Ref ARW (Air conditioning, Refrigeration, Wholesale) Asia Pacific), Simon Wood (Managing Director at BITZER Australia), Wayne Ferguson (Managing Director at Beijer Ref Australia), Karl Burke (Managing Director at Realcold New Zealand) and Erik Bucher (BITZER Director Sales Refrigeration)