

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

The refrigeration and air conditioning technology produced by the company based in Sindelfingen ensures well-functioning operations at hospitals, supermarkets and data centres

BITZER keeps the system running

Sindelfingen, 24/06/2020. The term 'essential services' has been on everyone's lips for several weeks now. This category includes hospitals, supermarkets and pharmacies in the age of the corona virus. BITZER, the globally acting specialist for refrigeration and air conditioning technology, plays a key role in maintaining operations at essential facilities.

As a global player, BITZER employs 3,800 people at 72 locations in 37 countries. With the new company headquarters in Sindelfingen, the company made an architectural statement and confirmed its commitment to the location last year. 2019 also saw the first World Refrigeration Day, which will be celebrated again around the globe on 26 June 2020. 'Based on the current situation, we'll be celebrating this World Refrigeration Day virtually,' says Patrick Koops, BITZER Press Officer.

'There are many days of remembrance, but the current situation, in particular, reveals just how important refrigeration and air conditioning have become. Without the corresponding systems and solutions, essential facilities wouldn't be able to function reliably. We would like to make this message the focus of this year's event on 26 June,' says Koops. World Refrigeration Day was created to inform consumers of the relevance of refrigeration and air conditioning technology in many aspects of life.

According to the company spokesperson, medical engineering is a good example: 'All eyes are currently on science and the development of a vaccination for the corona virus. Reliable, high-precision

Press information



cooling throughout each and every stage is a key requirement for success in researching new medications.' He adds that exact temperatures in the production, storage and transport of medications represent yet another challenge. BITZER is involved across the board, including in collaboration with the Indonesian state-owned enterprise PT Bio Farma, which manufactures vaccinations and serums for better health care for the local population.

Together with the SCHAUFLEER Academy, the company's internal international training centre, BITZER has developed a special webinar for pupils for 26 June 2020. In line with the motto – 'Don't be a fool, stay cool. Why life without refrigeration and air conditioning just wouldn't be possible' – Volker Stamer, Director of the SCHAUFLEER Academy, explains why we all desperately need cooling.

In the decades since it was founded in 1934, the long-standing company based in Sindelfingen has developed an extensive product portfolio and offers the appropriate solution for just about any application. This includes air conditioning for data centres as well as maintaining the appropriate temperatures for frozen pizzas at the supermarket and for overseas containers transporting fruit, for example, from Africa or Asia to Europe. 'The products we design and manufacture are the core components of refrigeration and air conditioning systems,' says Koops, adding that the same applies to the technical segment: servers at the data centres of large companies can only function reliably at the corresponding room temperatures.

Global activities are managed from the new company headquarters in Sindelfingen. Patrick Koops: 'The striking building alongside the motorway has turned lots of heads. But because our products operate behind the scenes, they're not automatically associated with the name BITZER.' BITZER would like to change this with a dedicated communication campaign for World Refrigeration Day. Amongst others, the company will raffle a home ice cream machine via social media, allowing the winner to make ice cream, sorbet and frozen yogurt with ease and to enjoy one of the sweeter sides of refrigeration.



Press information



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

Images may only be used for editorial purposes. They can be used free of charge if the source is given – 'Photo: BITZER' – and a free copy of the publication is sent to us. Images may not be modified or altered, except to crop out the background surrounding the main subject.



Image 1: World Refrigeration Day will be held for the second time on 26 June 2020, a date which commemorates Lord Kelvin, who developed the absolute temperature scale. The British physicist was born in Belfast on 26 June 1824

Press information



Image 2: BITZER is the world's largest independent specialist in refrigeration and air conditioning. In 2019 the company opened its new headquarters where it was originally founded in 1934: in Sindelfingen near Stuttgart



Image 3: Nine BITZER ECOLINE reciprocating compressors ensure the right temperatures at a supermarket in Australia, regardless of how hot it is outside

Press information



Image 4: The SCHAUFLEER Academy is the BITZER international training centre