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## Beijer Ref and BITZER extend their partnership

*Sindelfingen, 25.03.2021. The Beijer Ref Group and the specialist for refrigeration and air conditioning technology BITZER confirm their successful collaboration once again. The two companies have extended their ongoing partnership agreement for another three years.*

Beijer Ref and BITZER have been reliable partners for many years and have now strengthened their collaboration once again: recently, representatives of both companies signed a contract extension for three years. Thanks to this extension, Beijer Ref will continue to sell the BITZER product range in the future and BITZER will actively support the wholesaler.

The contract covers more than 430 Beijer Ref branches in over 35 markets primarily in the Asia-Pacific region and Africa as well as in Europe. Gianni Parlanti, Member of the Management Board and Chief Sales and Marketing Officer at BITZER, explains: 'We value Beijer Ref's outstanding sales expertise in these regions. The benefits of our collaboration can be seen around the world, as they have a direct impact on our customers, who can take advantage of high availability and an extensive selection of products. After all, efficiency and reliability are keywords that we not only ascribe to our products, but also to our partner Beijer Ref.'

### Thinking globally, acting locally

The close, strategic partnership promotes global distribution of BITZER products in local markets – but that's not all, as Gianni Parlanti explains: 'Since the last contract extension in 2018, we've expanded our collaboration beyond Europe. And our efforts have already begun to bear fruit with respect to products and, more importantly, digitalization and lowering CO<sub>2</sub> emissions – always with a focus on the most energy efficient solution.'

# Press information



At Beijer Ref, experienced refrigeration technicians ensure seamless sale of refrigeration and air conditioning components. The wholesaler not only offers the BITZER product range, but also its expertise, via a whole host of sales channels. BITZER provides its partner with various forms of support, including training courses for Beijer Ref employees.



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 striving for 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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# Press information



Image: Beijer Ref and BITZER signed a new three-year contract. From left: Gianni Parlanti (BITZER Member of the Board and Chief Sales and Marketing Officer), Robert Schweig (Beijer Ref CSCO and Executive Vice President), Simon Karlin (Beijer Ref COO and Executive Vice President), Per Bertland (Beijer Ref CEO and President Beijer Ref AB) and Erik Bucher (BITZER Director Sales Refrigeration)