

# 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

## **BITZER expands its network of authorized retailers**

*Sindelfingen, 04.04.2022. BITZER and wholesalers for the EMEA region are now in an even closer partnership in the form of the BITZER Authorised Network of Distributors. In future, only retailers represented in the network will be able to sell BITZER products. In doing so, the refrigeration and air conditioning specialist is preserving the high standard of its products and services on the free market.*

BITZER is launching a new authorized retailer network known as the BITZER Authorised Network of Distributors (BAND) in order to strengthen its sales. Not only is BITZER recognizing and strengthening its wholesaler structure, but it is also offering greater protection for partners and end customers. The new sales concept is based on the fundamental concepts of trademark protection and protection against counterfeit products and product piracy, as well as quality and sustainability which are guiding principles at BITZER. Over 40 retailers are already part of the BAND. In future, only they will be able to sell BITZER products on the free market in the EMEA region. If the system proves successful, other regions will follow.

BITZER is aware of the work of its long-term sales partners and wants to make a clear expression of commitment to its retailers in a changing market environment. For this reason, the long-standing company has decided to develop a network of authorised retailers. In doing so, BITZER is building on its years of experience and quality in sales and consulting in cooperation with its partners, in particular with a view to protecting the environment and safety standards for the good of customers and users. Philipp Rodenberg, Head of Legal Services at BITZER, explains: 'Authorized retailers follow our compliance guidelines such as our corruption and discrimination prevention guidelines. In turn, the

# Press information



BAND offers our sales partners a number of advantages including highly promising long-term prospects and security for their investments.'

Erik Bucher, Director Sales Refrigeration at BITZER, adds: 'In recent decades, BITZER has made an enormous effort to build its brands and supply the market with innovative, sustainable products of the highest quality. To increase quality and availability for users in future, we are going to work even more closely with our wholesalers with regard to service, user-friendliness and environmental friendliness. We aim to protect and build on the high standard of our products with the BAND, such as by providing the employees of our retailers with regular training.' In addition to training, the BITZER Group will provide its authorized retailers with first-hand technical and marketing support.

For more information and an overview of all authorized retailers, see the following link:

<https://www.bitzer.de/gb/en/bitzer-worldwide/>



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 2020, 3,800 employees generated a turnover of €808 million; expenditure for research and development totalled €45 million.

## Overview of images

Images may only be used for editorial purposes. This usage is free of charge if '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.

# Press information



Image 1: Over 40 retailers are already part of the BITZER Authorised Network of Distributors



Image 2: Philipp Rodenberg, Head of Legal Services at BITZER



Image 3: Erik Bucher, Director Sales Refrigeration at BITZER