

**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

Stefanie Holst  
Public Relations  
+49 7031 932-4327  
+49 7031 932-54327  
stefanie.holst@bitzer.de

## Beijer Ref and BITZER confirm their collaboration

*Sindelfingen, 19.06.2023. Beijer Ref, the world's leading wholesaler for refrigeration, heating, ventilation and air-conditioning technology, and the refrigeration, air conditioning and heat pump specialist BITZER have extended their partnership agreement by another year. This confirms their successful partnership spanning many years.*

Beijer Ref and BITZER have been reliable partners for many years. Representatives of both companies recently signed a contract extension of the partnership agreement for another year. BITZER supplies the refrigeration and air conditioning wholesaler with a branch network of 143 subsidiaries in 44 countries in the Asia-Pacific region, North America, Africa, and Europe with refrigeration and air conditioning components and is also supporting Beijer Ref, for example, with training and further education measures. "We are delighted about the successful partnership with a partner as strong as Beijer Ref. The joint benefits are evident for our customers worldwide: an extensive product selection, high regional availability and short delivery times," says Martin Büchsel, Chief Sales and Marketing Officer at BITZER.

### Energy-efficient solutions for customers

"Together, we want to support our customers in finding suitable energy-efficient solutions, for example by using natural refrigerants", says Martin Büchsel. In addition, both Beijer Ref and BITZER attach great importance to the use of intelligent components and digital tools in the design and operation of future-proof systems. Digital services such as the BEST SOFTWARE or the BITZER Digital

# Press release



Network (BDN) provide the future basis for efficient and reliable system operation – and support installers, service personnel, and users in particular.



BITZER is active all over the world as an independent specialist in refrigeration and air conditioning technology: with products and services for refrigeration, air conditioning, process cooling and transport, BITZER ensures optimum temperature conditions in goods trading, industrial processes and air conditioning – always in the context of maximum energy efficiency and quality. The BITZER Group is represented across the globe with distribution companies and production facilities at 75 locations in 40 countries. The BITZER production, development and sales association, including trading and service partners, operates in almost all countries around the world. In 2022, more than 4,000 employees generated sales of €983 million, with €53 million invested in research and development.

[www.bitzer.de](http://www.bitzer.de)

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Image: Beijer Ref and BITZER extend their partnership agreement. From left to right: Christopher Norbye, CEO of Beijer Ref, and Martin Büchsel, CSMO of BITZER.

