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## **BITZER at Chillventa 2024: shaping the future together**

*Sindelfingen, 11.07.2024. 'SHAPING THE FUTURE WITH YOU' is the BITZER theme at this year's Chillventa from 8 to 10 October 2024 in Nuremberg. At Stand 350 in Hall 7, visitors will have the opportunity to get acquainted with the company's groundbreaking technologies as well as speak to experts about strategies for further reducing the industry's carbon footprint over the long term.*

For 90 years, BITZER has remained committed to its vision of shaping the future with its customers and partners. The company now employs around 4300 people at 75 locations and reached the sales milestone of €1 billion for the first time in 2023. In line with the motto 'SHAPING THE FUTURE WITH YOU', BITZER is especially looking forward to welcoming trade fair visitors at this year's Chillventa in a special anniversary year.

'We're working with our customers and partners to create a better future for our industry, the environment and society,' explains Martin Büchsel, Chief Sales and Marketing Officer at BITZER. 'Our expertise and smart, energy-efficient products designed for the refrigerants of the future are paving the way.'

### **BITZER Experience Area: practical exchange on future topics**

The BITZER exhibition space is divided into two areas of focus this year. The newly developed Experience Area not only acquaints visitors with BITZER as an employer and the company's 90-year history, but also provides them with the opportunity to speak to BITZER experts about the issues of

the future, with a practical focus on sustainability, energy efficiency and refrigerant. Key questions for conversations, presentations and live demonstrations in the BITZER Experience Area will include:

- What will systems that operate with the refrigerants of the future look like?
- How can energy-efficient components in new and existing systems help reduce the carbon footprint?
- What role do resource-efficient use of components and a recycling economy play in a sustainable strategy?
- What does sustainable production look like?

In the future, the right choice of refrigerant and energy-efficient components and systems will be key factors in industry competitiveness. The new EU Ecodesign Directive, for example, defines minimum requirements in terms of the environmental compatibility of products sold in the EU. The refrigeration, air conditioning and heat pump industry that supplies Europe needs to prepare for the severe restrictions for new and existing systems defined in F-Gas Regulation 2024/573 (HFC phase-out), which will take effect in January 2025.

Sustainability is a global undertaking for BITZER as an international company and is anchored not only in products and processes, but also in other dimensions of its company DNA such as investments, supply chains and social issues. For example, BITZER is working towards offsetting all carbon emissions at its locations in Sindelfingen, Rottenburg-Ergenzingen and Rottenburg-Hailfingen by 2030. The company relies on a mix of different energies such as photovoltaics and has already won the Sindolf sustainability award for its efforts.

## **BITZER Exhibition Area: a focus on products and services**

BITZER will showcase innovations associated with future issues in its **Exhibition Area**, the traditional product space. The company is the only manufacturer to offer all three compressor types – reciprocating, screw and scroll compressors – with the refrigerant propane (R290) and will present them together at Chillventa. Yet another trade fair highlight will be the [IQ MODULE CM-RC-02](#), which has been a standard feature of all the ECOLINE reciprocating compressor series C3 and higher to come out of the Schkeuditz factory since early 2024. The MODULE simplifies and optimises compressor installation, operation, maintenance and retrofitting for refrigeration, air conditioning and heat pump systems.

# Press release



In line with the motto 'SHAPING THE FUTURE WITH YOU', BITZER invites all visitors to celebrate the company's 90th anniversary and take the next step with BITZER into a more sustainable future.

Save the date – BITZER looks forward to seeing you there!

Further information on topics such as the BITZER presentation schedule at Chillventa 2024 is available at [https://www.bitzer.de/gb/en/2024\\_chillventa.jsp](https://www.bitzer.de/gb/en/2024_chillventa.jsp)



BITZER is active all over the world as an independent specialist in refrigeration, air conditioning and heat pump 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 – with maximum energy efficiency and quality in mind. 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 2023, more than 4300 employees generated sales of €1.01 billion, with €61 million invested in research and development.

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