

Pressrelease

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Beijer Ref and Bitzer extend their partnership

Beijer Ref and Bitzer are among the leaders in the refrigeration and air conditioning industry and confirms their successful collaboration once again and extend their partnership agreement for another three years.

The contract covers more than 430 Beijer Ref branches in over 35 markets in Europe, Asia-Pacific and Africa.

Per Bertland, CEO Beijer Ref, comments:

“We have long experience of working with Bitzer and they have a very developed product portfolio that is important for Beijer Ref. They are also in the forefront when it comes to providing high technology solutions based on natural refrigerants. Beijer Ref always strives to expand its sustainable range and together with our own OEM products we can offer our customers complete solutions that are good for the society and future proven”.

Gianni Parlanti, Chief Sales and Marketing Officer at Bitzer, comments:

“We value Beijer Refs outstanding sales expertise. 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 our partner Beijer Ref”.

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BEIJER REF AB is a technology-oriented trading Group which, through added-value products, offers its customers competitive solutions within refrigeration and climate control. Beijer Ref is one of the largest refrigeration wholesalers in the world, and is represented in 37 countries in Europe, Africa, Asia and Oceania.