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Beijer Ref and BITZER extend their partnership

Sindelfingen, 14.05.2024. 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 three years. They will continue to focus on supporting their customers in finding sustainable solutions.

BITZER and Beijer Ref have maintained a strong partnership over many years. Recently, both companies renewed their contract and will deepen their partnership during the next three years. BITZER supplies refrigeration and air conditioning components with a focus on the EMEA (Europe, Middle East, Africa) and the Asia-Pacific region to Beijer Ref. Additionally, BITZER supports the wholesaler through training and education initiatives for its customers.

Martin Büchsel, Chief Sales and Marketing Officer at BITZER expresses delight in the successful partnership:

'This strong partnership brings various benefits for our end customers worldwide: a wide product portfolio, strong regional availability combined with professional support in the market and, above all, sustainable solutions.'

Simon Karlin, Chief Operating Officer EMEA at Beijer Ref, comments:

'BITZER is renowned for its comprehensive product range, which is important to Beijer Ref. Our long-standing partnership spans several years, demonstrating our experience in working together. BITZER stands at the forefront of innovative and technical solutions based on natural refrigerants. Together with our joint commitment to sustainability, we can combine their offerings with our OEM products, providing broad solutions for a better future.'



Reducing CO₂ emissions through circular economy initiatives

'Together, we aim to assist our customers in discovering sustainable solutions and mitigating CO₂ emissions, beyond the adoption of natural refrigerants,' says Martin Büchsel. BITZER and Beijer Ref have already successfully implemented a project for eliminating packaging waste for deliveries to its OEM manufacturing facility SCM Frigo. For the upcoming years, both partners have agreed to mutually work on increasing the circularity of BITZER products. The aim of the initiative is to offer customers refrigeration, air conditioning and heat pump solutions that are eco-conscious and resource-efficient.



As an independent specialist for refrigeration, air conditioning and heat pump 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 75 sites in 40 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 2023, more than 4,300 employees generated a turnover of €1.01 billion; expenditure for research and development totalled €61 million.

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Image: Beijer Ref and BITZER extend their partnership agreement – from left to right: Matthieu Rousseuw (Category Director at Beijer Ref), Simon Karlin (Chief Operating Officer EMEA at Beijer Ref), Martin Büchsel (Chief Sales and Marketing Officer at BITZER) and Erik Bucher (Vice President Sales EMEA at BITZER)