

# Press release

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Sydney, 8 August 2019

## Introducing Freddox, a new private label for Beijer Ref

Beijer Ref, global leader in the refrigeration and HVAC industry, introduces a new exclusive label to the HVAC&R market.

Freddox will be exclusively distributed throughout all Beijer Ref businesses, including both the Kirby and Beijer Ref Australia networks across Australia.

The Freddox brand will mark a variety of HVAC&R installation and parts lines with the initial release in Australia to include fire rated pair coil and standard pair coil.

Beijer Ref is committed to working with supply partners that bring operational excellence to the HVAC&R industry to provide unsurpassed value, convenience and confidence for its customers.

All products distributed under the Freddox brand across Australia and New Zealand are designed and manufactured to the relevant Australian and NZ Standards. Freddox fire rated pair coil is rated to AS/NZS 1530.3 for BCA Class 2-9 and is R410A and R32 compliant.

Contact your Kirby or Beijer Ref Australia branch for more details.

ENDS

For more information, email Kirby communications lead Elizabeth Paparo via [epaparo@kirbyhvacr.com.au](mailto:epaparo@kirbyhvacr.com.au).

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 34 countries in Europe, Africa, Asia and Oceania. The Beijer Ref Group operates two wholesale companies within Australia, Kirby and Beijer Ref Australia.