

09 April 2021

## Beijer Ref opens industry first flagship store

**Beijer Ref Australia and Kirby are proud to welcome customers to their new Flagship store, located at the company's headquarters at 2 Kirby Place, Bankstown Aerodrome.**

Australia's first HVAC&R flagship store showcases the company's own brand of Kirby and Patton equipment, plus leading products and technology from key supply partners of Beijer Ref Australia and Kirby.

This market-leading approach brings a new level of wholesale experience to the industry. Speaking on behalf of Beijer Ref, Elizabeth Paparo, brand and communications manager commented.

"The store is unique to any other branch in our combined network. Customers will be able to purchase products using either their Beijer Ref Australia or Kirby account."

"Technicians and business owners can view a broader range of product that they may not have seen at their regular branch and do it in a modern, interactive space."

As part of the store format, Beijer Ref has included an interactive tech bar, live product displays and a welcoming in-store café.

The store will host a Grand Opening Trade Night on 22<sup>nd</sup> April from 4-7pm. Suppliers will be in attendance to demonstrate products and giveaways, trade night specials and hospitality will also be included. Customers are invited to register at <https://bit.ly/2Q7jdDO>.

Branch manager, Iain Viviani looks forward to welcoming and serving customers in-store. Operating hours are 7:30am to 5:00pm Monday to Friday, or contact the store on 02 9774 7380.

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### About Beijer Ref

Beijer Ref AB is the world's largest global refrigeration wholesaler with some 70 subsidiaries in Europe, Asia Pacific and Africa. The Group of companies provide a wide range of products covering commercial refrigeration, industrial refrigeration, air conditioning and heating to customers all over a large proportion of the world. In Australia, Beijer Ref consists of Beijer Ref Australia, Kirby HVAC&R, SCM REF Australia and ACD Trade.