

PRESS RELEASE

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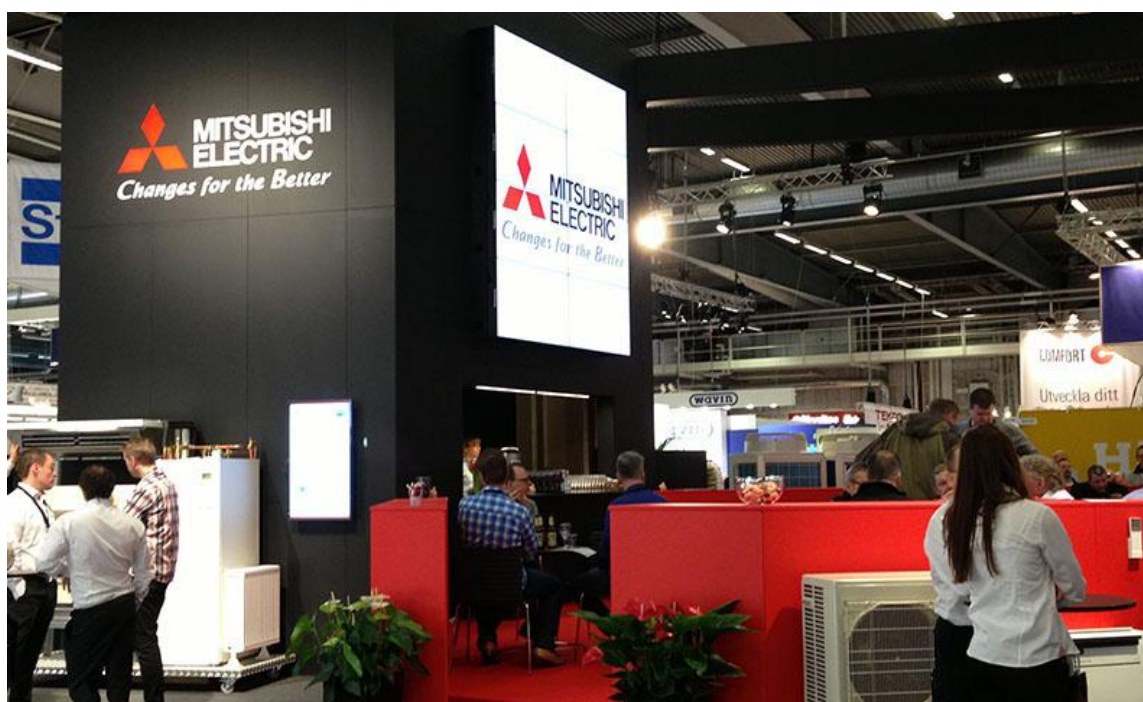
Welcome to Mitsubishi Electric at Nordbygg

Finally this April it's time again! It's been two years since the last time and we're looking forward to a new Nordbygg exhibition. We hope that you feel the same way, and that you'll visit us at our stand. Of course, we'll be demonstrating our products and there will be some exciting news.

Mitsubishi Electric has many years' experience of the Nordbygg exhibition. For Anders Nilsson, Strategic Product Management at Mitsubishi Electric, the social side is at least as important as the products at Nordbygg.

"Nordbygg is one of the biggest marketing activities we undertake, and one of our most important forums. Past experiences have been good. The exhibition is a great opportunity to meet our distributors, both existing and potential, but also to meet installation engineers, consultants and property owners," says Nilsson.

Mitsubishi Electric is a global giant and has been in the Nordic region for over 30 years. The company is at the forefront of technology when it comes to climate control products, with its own range of air conditioning and heat pump systems. The company has a large stand of about 170 square metres and enough space to exhibit many products.



Several new products are promised

We can promise several new products that will be presented at the exhibition. Domestic heat pumps for the private market of course, but above all commercial systems in which the company is investing heavily. This autumn we have launched the Large Hydrobox, an air/water heat pump for cooling and heating medium and large commercial properties, as well as a new, extremely energy efficient ventilation interface to heat and cool the air in a ventilation unit. In the domestic housing sector we have recently launched a multi-split solution that has our unique hyper heating function. This means that the heat pump maintains its heating capacity down to -15°C, and guarantees heating down to -25°C.

Future requirements

In these exciting times, with tougher F-gas regulations, we will also present our new products using a natural refrigerant, CO₂, to meet future requirements. These products are called QAHV for commercial properties and QHZ for domestic heating.

"We see continued growth with regard to improving the energy efficiency of properties, and we have several interesting system design approaches that we will present at the exhibition. Our technical expertise and our quality consciousness mean that Mitsubishi Electric is a company at the cutting edge, and we hope that we can demonstrate this."

However, Anders sees personal meetings as the most important part of the exhibition.

"We are a happy, knowledgeable and amiable gang and have a lot of our staff here. The exhibition is important to all of us at Mitsubishi Electric as it allows us to meet and listen to our customers."

Come to the Stockholm International Fairs and Congress Centre on 5–8 April and visit Mitsubishi Electric. Drop by our stand and get something to eat or drink. Ask questions and check out our exciting, cutting-edge products using natural refrigerant. You can find us at stand [A25:20](#).

For further information about Nordbygg and tickets, visit www.nordbygg.se. (Page in Swedish)

Mitsubishi Electric is a global leader in the research, manufacturing and marketing of electrical and electronic equipment used in communications, consumer electronics, industrial technology, energy and transportation. The company has operated in the Nordic region for more than 30 years and has 50 employees. Mitsubishi Electric Scandinavia is responsible for sales and the support of its own products in Sweden, Finland, Denmark and the Baltic states. Its head office is located in Häggvik, north of Stockholm. The company also has offices in Gothenburg and Lund.