

Press release

FOR IMMEDIATE RELEASE:

CAREL #ConnectedEfficiency: a new brand line towards the future *the new payoff illustrates what the company does best*

Münich, 11 September 2017 - CAREL will be exhibiting for the first time at Drinktec with its new payoff "**Connected efficiency**", replacing the previous "High Efficiency Solutions". The company thus aims to market itself as the partner able to support its customers in the latest digital evolutions.

The trends toward high efficiency and energy savings that have led CAREL to offer the market innovative control solutions is now further enhanced by the addition of digital content: the future is connected, and even **energy efficiency is amplified when "connected"**, delivering higher performance and more significant results through machine learning and predictive maintenance techniques.

CAREL has therefore increased its focus on the field of IoT, both establishing **a dedicated organisational unit** and **changing its own corporate brand line**, thus underlining the addition of new content to its offering.

"One of the strategies that will guide CAREL in the near future will be the focus on delivering value-added services based on the processing and transformation of data coming above all from the high-efficiency solutions that the company offers", commented Gian Lombello, CAREL Group S&M Manager, adding that "this is our challenge today, and it represents a valuable opportunity to maintain and increase our market position in the future."

The new brand line will be officially presented for the first time at Drinktec, where CAREL will be showcasing to beverage companies its high-efficiency - and connected - solutions.

press information

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About CAREL INDUSTRIES S.p.A.

CAREL is one of the world leaders in control solutions for air-conditioning, refrigeration and heating, and systems for humidification and evaporative cooling. Our products are designed to bring energy savings and reduce the environmental impact of equipment and systems. Our solutions are used in commercial, industrial and residential applications. CAREL has 20 fully-owned subsidiaries and 7 production sites, as well as partners and distributors in a further 75 countries.

For further information, go to www.CAREL.com