

Efficient Energy reveals new Corporate Design

Feldkirchen, February 25, 2020

As of this week, Efficient Energy will be presenting itself in a new Corporate Design. In doing so, the company is underlining its aspiration to drive technological change towards an environmentally friendly refrigeration market.

The ever-stricter requirements of the EU's F-Gas Regulation for synthetic refrigerants are generating soaring demand for natural refrigerants. With its global warming potential (GWP) of 0, water is the sustainable alternative for numerous use cases. Efficient Energy is also currently working on more powerful products for new application areas.

The company sees itself as part of the solution to reducing climatically harmful emissions and halting global warming. The authentic and vivid imagery of the new design is very befitting for this mission and shows the beauty of nature from a bird's eye perspective. All of the colors have been borrowed from nature, with blue – standing for water – the predominant one.

The new logo evokes associations with the impeller as part of the turbo compressor, the heart of the eChiller series. Moreover, the water drop at the center of the logo symbolizes Efficient Energy's unique "Water as Refrigerant" technology.

The company will be presenting itself with its new design for the first time at Tire Expo in Hanover, the leading trade fair for tire manufacturing. Efficient Energy will be exhibiting there, together with its distribution partner Kelviplast, from February 25-27 in Hall 21, Stand 7038.

Press Contact:

Julia Romero

P: +49 (0)89 693 369 6440

C: +49 (0) 172 458 3684

julia.romero@efficient-energy.de

Über Efficient Energy

Efficient Energy GmbH is an innovative manufacturer and system supplier of environmentally friendly refrigeration technology, based in Feldkirchen near Munich, Germany. The company uses pure water (R718) as the refrigerant in its eChiller product range, and thereby entirely avoids fluorinated refrigerants. Efficient Energy GmbH helps its customers overcome the increasing regulatory challenges of refrigeration technology, and offers them long-term, sustainable solutions with its eChiller model range. With its outstanding cost efficiency and low CO2 footprint, companies benefit on many fronts. The pioneering technology has also been noticed by politics and the media, and has received multiple awards for the eChiller. These include: the Deutscher Rechenzentrumspreis 2017 in the category "DC Air Conditioning & Cooling", the RAC Cooling Industry Award 2017, the Partslife Umweltpreis 2017, the Deutscher Kältepreis 2016 and the European Business Award for the Environment 2018/2019 from the EC.