

CONNECTING
EXPERTS.

CHILLVENTA eSPECIAL

Refrigeration | AC & Ventilation | Heat Pumps

13.–15.10.2020

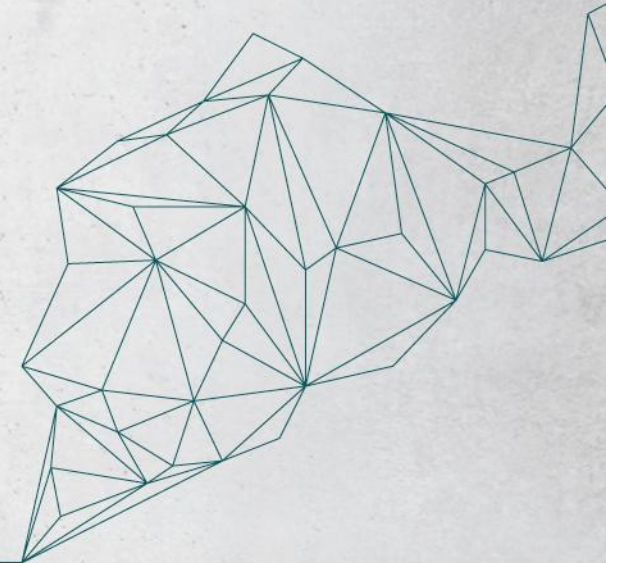
NÜRNBERG MESSE

EMBRACO: New positioning in Cooling solutions

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We are part of Nidec Corporation



Founded in 1973



HQ: Kyoto, Japan



330+
Companies



Mergers & Acquisitions (M&A) are the
driving power behind growth.
So far, there have been over 60 M&As.



40+
Countries



\$1 B
2019 Group Operating Profit



120,000
Employees Worldwide



\$14.4 B
2019 Group Turnover



Shigenobu Nagamori

Founder, Chairman of
the Board & CEO
at Kyoto HQ

Our Division

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We are Nidec Global Appliance, a global partner for home and commercial appliances industries

Nidec
Global Appliance



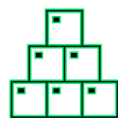
HQs: Joinville (Brazil) and Pordenone (Italy).



15,000+ employees.



14 manufacturing plants and 4 business offices across 9 countries.



Annual production combined capacity of **70 million** motors and compressors.



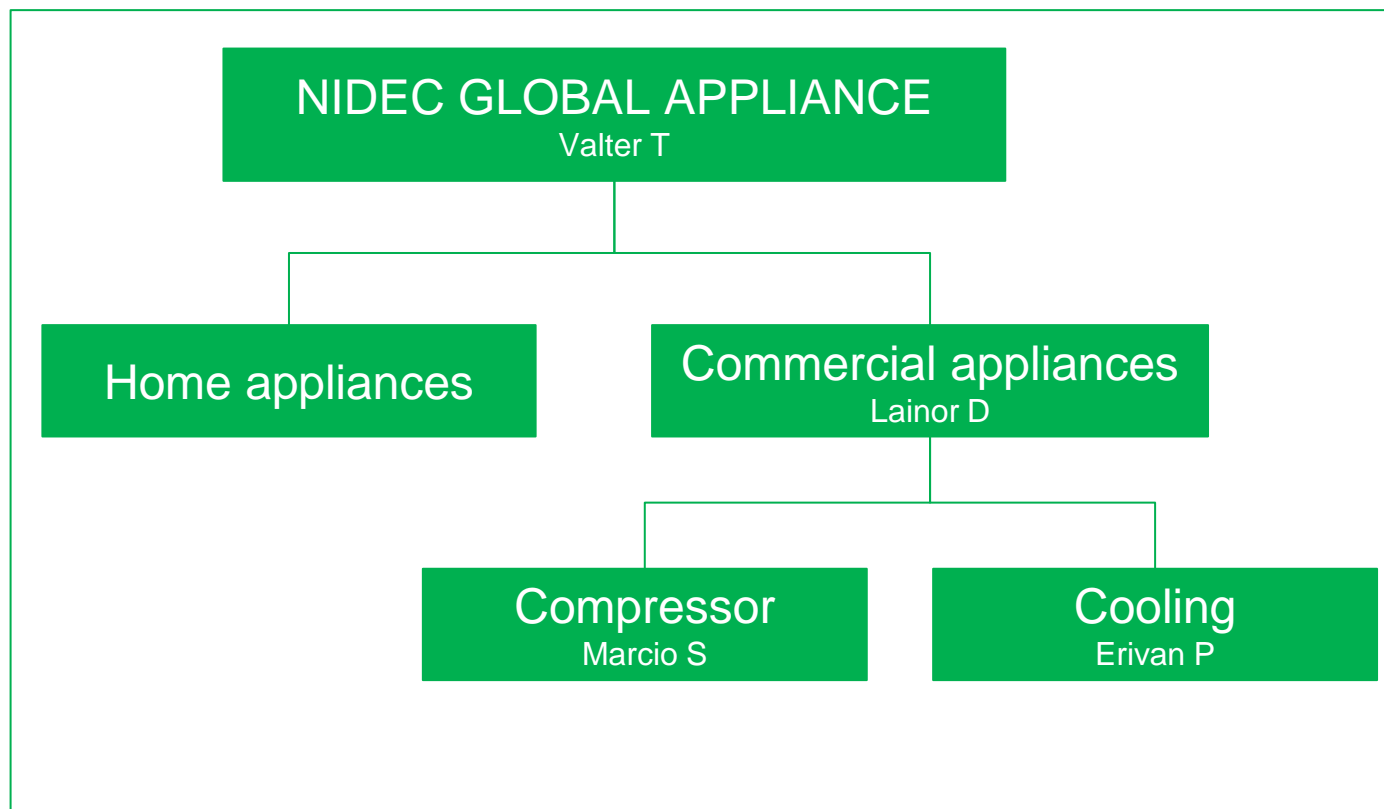
9 R&D Centers worldwide and **600+ engineers**.



80+ countries served by our products.



New structure dedicated to condensing units



New cooling structure to:

- ❑ Be customer oriented
- ❑ Have more focused resources
- ❑ Have the right process to the business
- ❑ Improve time to market
- ❑ Improve service level
- ❑ Deliver complete solution

From Product approach to solution approach

We have the purpose of becoming a **global leader in Cooling Solutions portfolio**

..and becoming a **preferred partner** of our customers.



Cooling solutions pillars

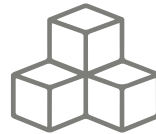
Easy to do business with

- Product information management
- Ordering process improvement



Application Friendly

- Application focus
- Easy installation & maintenance
- Implement new trend in our product ranges



Environment Friendly

- Low GWP solutions
- Natural refrigerants
- Prepare for future regulations



Technology Driven

- High efficiency compressors
- Focus on variable capacity controls (Inverter)
- Implement new trend in our product ranges



Partnership

- Selectivity
- Push/Pull strategy

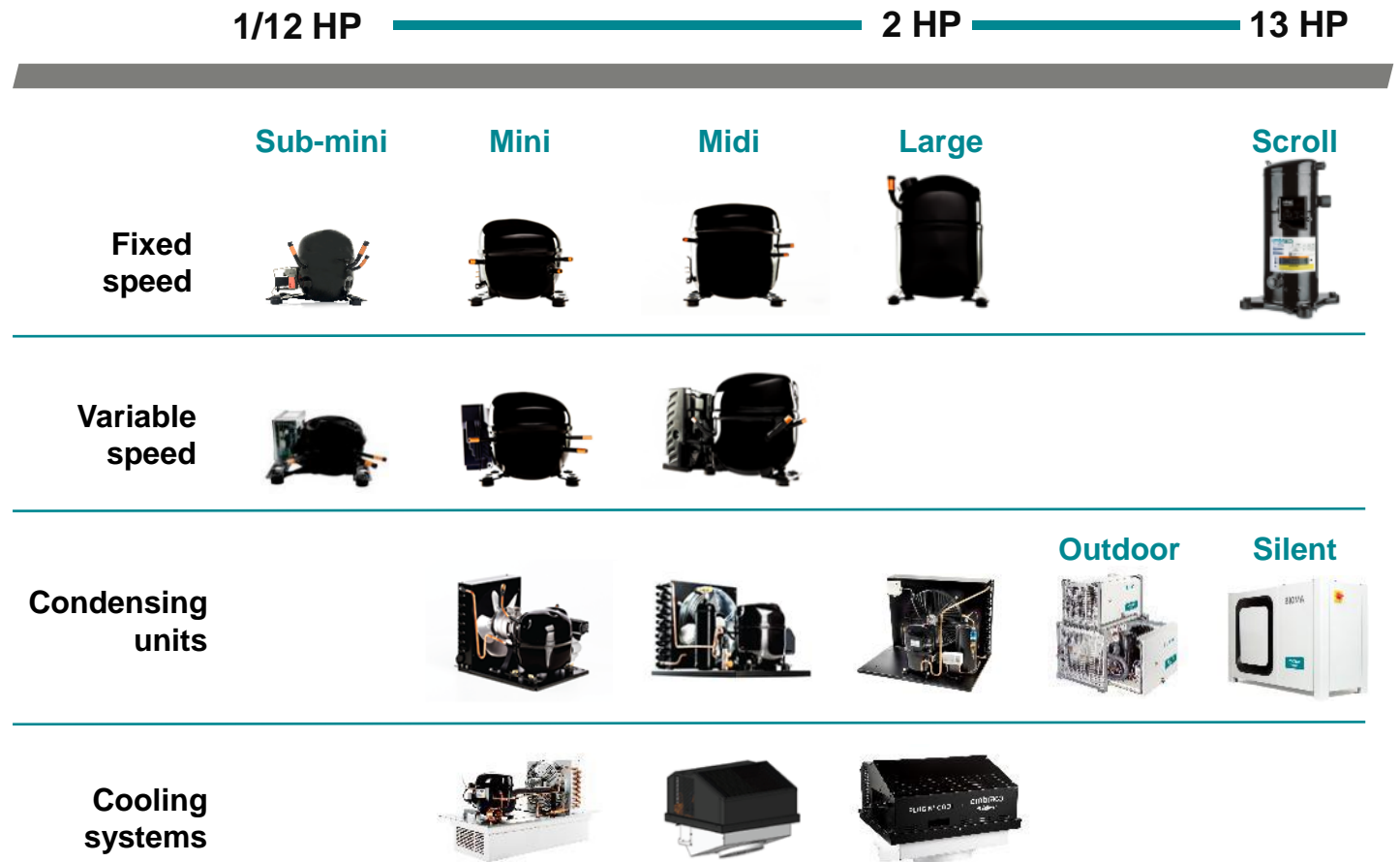


Embraco complete portfolio

A pioneer in:

- Variable speed
- Natural refrigerants

Embraco has a robust and reliable portfolio of systems and fixed and variable speed compressors that are approved for natural and transitory refrigerants utilization, for both commercial and home refrigeration appliances.



Reliable portfolio of Condensing units

Product platforms

Customized



Unhoused



Housed



Silenced

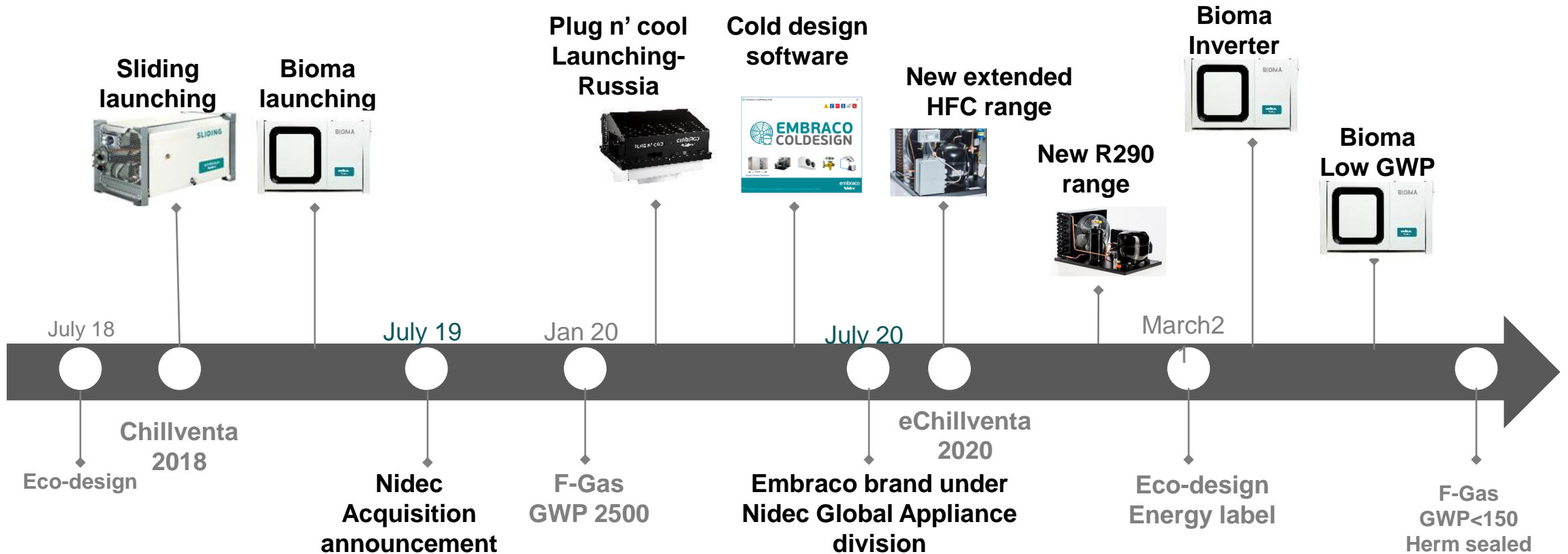


Sealed units



Products customized to the market's needs

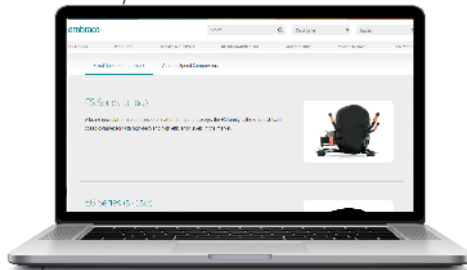
Recent achievements



NIDEC GA – Cooling solutions – Digital tools

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Embraco website



www.embraco.com

New Website in 11 languages:
focused on product application.

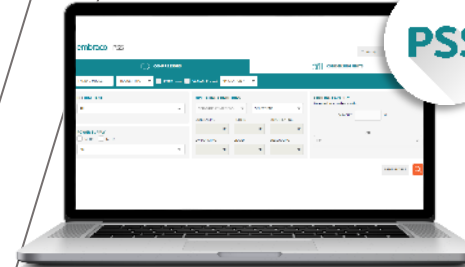
Technical Blog for refrigeration market



<http://refrigerationclub.com/>

Refrigeration Club:
educational and technical content

Product Selector Software



<http://products.embraco.com/>

Product Selector (PSS):
Embraco online catalog

Embraco Toolbox App



Audience:
Free tool for installers
Main content:
7 features / 10
languages available for
Android and iOS.

EMBRACO: Social Media channels



embraco
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Embraco offers digital tools and services focused on providing support for refrigeration professionals on their daily routine.

Thank you for your attention.

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