

PRESS - RELEASE

Time for the boiler to make way

Hamburg, Germany 02. April 2008. At this year's Hannover Trade Fair, BAXI INNOTECH will be informing the specialist public of the advanced state that has now been reached in the deployment of fuel cell heating technology for single family homes. They will be focussing here on the technical refinements and finishing touches necessary as the product progresses towards its market launch. This Hamburg-based company is the development centre for the BAXI GROUP, the third largest heating equipment manufacturer in Europe.

NOW – The innovation programme has begun

The German government has given it a jump start – and industry is hot on its heels. Thanks to the founding of NOW, the German National Organisation for Hydrogen and Fuel Cell Technology (*Nationale Organisation Wasserstoff- und Brennstoffzellen-Technologie*), around €1bn will now be flowing into the development of sustainable energy supply. The goal is to reduce CO₂ emissions and efficiently generate energy and heat locally by means of fuel cell heating units – thus benefiting the climate and reducing energy waste.

Fuel cell technology from BAXI – With Germany and Europe in mind

The BAXI Group wants to set new standards. Following the appointment of Martyn Coffey as the new CEO, the direction the Group will be taking has rapidly become clear. “We are facing an epoch-making transformation in the technology of heating equipment. One that is going to have a decisive influence on the entire European market. What we are experiencing here is a renunciation of traditional boiler technology in favour of a complete system-oriented solution to energy provision in the form of both electricity and heat where we live and where we work,” said Coffey.

Working together with the greatest efficiency – CHP and fuel cells

As Guido Gummert, Managing Director of BAXI INNOTECH, knows very well, the results of the field tests carried out so far show just how carefully considered each step has been: “It is now clear that our approach to the idea of combined heat and power generation – the simultaneous generation of heat and energy – by deploying fuel cell technology was absolutely right. Our expectations of the total efficiency of the unit have already been more than fulfilled. We are now focussing on optimising the technical parameters before launching the product onto the market.” BAXI INNOTECH is now in a position to further extend its test regime between 2008 and 2015 as part of the NOW promotion programme.

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picture caption: Nothing will be the same as it once was: Martyn Coffey (right), new CEO of the British BAXI Group, in conversation with Guido Gummert of BAXI INNOTECH, about the fundamental changes in heating equipment technology.

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