

Press release, B COOL A/S, 1 November, 2021

New CEO at B COOL sets goals for global growth and digitalization

Ejner Brodersen is new CEO at B COOL, the Danish specialist in refrigeration and HVAC systems for ships and maritime installations. With Ejner Brodersen in charge, B COOL sets a course towards further growth and digitalization.

“Ejner Brodersen has previously created growth and great results in companies in a similar line of business and with a similar organizational structure as B COOL. He knows precisely how to develop and implement digital workflows and is a strong leader. We believe that Ejner and B COOL are a powerful match,” says Chairman of the Board at B COOL, Jesper Fredberg.

B COOL services and installs cooling and freezing units and HVAC systems on all types of vessels and other maritime installations. B COOL’s clients are shipping companies all over the world. The company also supplies spare parts and employs specialists who refurbish electrical control system components.

Ejner Brodersen joins B COOL on 1 November 2021, as the world reopens after the COVID-19 pandemic.

“I am both humble and excited to be given the opportunity to lead B COOL – a strong brand in the maritime sector, known to be agile and innovative as a global supplier of service. I look forward to joining forces with the committed, technically skilled and customer-focused employees at B COOL. Together, we will realize great growth potential by developing digital service solutions and systems based on climate-friendly refrigerants,” says Ejner Brodersen.

Closer to the clients

Palle Bendix, who founded B COOL in 2002, will continue at the company with undiminished strength. From now on, he will focus his efforts on sales, development, and international collaboration.

“B COOL has worked its way through the pandemic and we are more than ready to meet the world and our clients face to face again. With Ejner at the helm in Denmark, I will be able to focus on the things that have always motivated me most strongly, namely developing business opportunities and relations. From now on, I will spend more time meeting our partners and clients around the world,” Palle Bendix explains. In addition to the company’s headquarters in Aarhus, Denmark, B COOL is represented via partners and agents in eight other countries, including the USA, Mexico, Greece, Singapore and South Korea.



FACTS ABOUT B COOL A/S

Since 2002, B COOL has serviced, maintained and developed refrigeration systems, cooling equipment and PLC/PC control systems for use aboard ships and other maritime installations. B COOL services vessels and works with shipping lines across the globe, supplies them with spare parts and refurbishes electrical control system components. Read more here: www.bcool.as

Contact details

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Palle Bendix with new CEO Ejner Brodersen.