



Bluu unit's New CEO Shares His Vision for the Alliance of Natural Refrigerant-Focused HVAC&R Contractors

Frank Jansing also shared how the alliance supports its members in growing their businesses and with recruitment and training.

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If anyone understands the business potential of natural refrigerants in Europe, it's Frank Jansing.

Jansing was CEO at Viessmann Refrigeration Germany in 2023 when it announced a joint venture with Italian commercial refrigeration manufacturer [Epta](#). According to William Pagani, then CMO of the Epta Group, the goal of what would become Epta Central North Europe [was to deliver](#) "a complete natural offer that covers the entire product lifecycle."

Jansing led the integration of the new joint venture and was Managing Director of Epta Refrigeration West until recently when he was named [the CEO of bluu unit](#), a German [alliance of HVAC&R contractors](#) that promotes the use of natural refrigerants. In an interview with [NaturalRefrigerants.com](#), Jansing laid out his vision for [bluu unit](#), which was launched this past January.

"The alliance should gain even more strength, pursue innovative paths and grow continuously," Jansing told [NaturalRefrigerants.com](#). "'Think globally, act locally' is our central guideline for future-oriented development. We will make a significant contribution to fulfill the need for decarbonization and ESG."

Jansing's ambitious outlook is informed not just by his experience working in natural refrigerants but also by bluu unit's backer, the European private equity firm [Triton Partners](#).

"Triton has invested in service companies across Europe for more than 25 years," Jansing said. "It has contributed not only capital but also a broad network of experts to support innovation, regional expansion and bluu unit's sustainability strategy."

Bluu unit's ultimate success will be based on the HVAC&R contractors under its umbrella, and [NaturalRefrigerants.com](#) spoke with Jansing about how the organization supports its member companies.

This interview has been edited for length and clarity.