

Press Release

Thermotechnology



BOSCH

Faster and comprehensive qualification **Bosch launches certification campaign for PHC professionals**

March 2023

- ▶ “Klimahelden-Schmiede” – business development programme professionalising the day-to-day work of green superheroes
- ▶ Start of the split air conditioner and heat pump programmes
- ▶ “Jungmeisterinnen und Jungmeister” – programme supporting young PHC master craftsmen and women

Wernau – The production of heat pumps is running at full speed in Germany. From 2024, 500,000 heat pumps are to be installed annually. According to current estimates of the International Energy Agency (IEA), the European heat pump market will grow by about 35 percent annually until 2025. In order for Germany to reach its ambitious climate protection targets, the number of specialists installing energy-saving heating and air conditioning solutions must also grow significantly. To achieve this, the Bosch heating and air conditioning brand has launched a comprehensive certification programme called “Klimahelden-Schmiede”, which goes far beyond classic training formats in terms of content and form. The certification campaign is scheduled to start in the 3rd quarter of 2023.

Further professionalise and increase the efficiency of Bosch partners

In order to quickly meet the demand for climate-friendly electrified heating solutions, Bosch continues to expand its production capacities. Another heat pump production facility has been ramped up in Eibelshausen/Hesse since the beginning of the year. To ensure that installation at the customers’ premises meets the strong demand for heat pumps at the same fast pace, the Bosch heating brand is now launching certification programmes for the heat pump and split air conditioner segments that help installers carry out their daily work faster and easier in a customer-oriented and professional manner. Oliver Schneider, Partner Experience Manager of the Bosch heating and air conditioning brand, explains: “Our ‘Klimahelden-Schmiede’ goes far beyond classic further training

programmes. It qualifies our Bosch partners also in areas such as work process optimisation, hands-on solutions and tips and tricks on electrification and sustainability. Our certification programmes are business development rather than mere training programmes.” The practical knowledge provided in the heat pump segment shows, for example, how a heat pump can be installed in a single day instead of two days through process optimisation. For the installation of heat pumps alone, Bosch offers various online and face-to-face formats that are precisely tailored to the needs of the partners.

Special “Jungmeisterinnen und Jungmeister” programme for young PHC master craftsmen and women

The Bosch heating and air conditioning brand has recognised that the installation capacities required for the energy transition in the building sector cannot be achieved by qualifying existing professionals alone. This is why Bosch is launching a special programme for young PHC master craftsmen and women as part of the certification campaign. The programme accompanies young professionals on their way to their own business. They get special training, tools, services and contacts that take into account the special needs of young professionals in the PHC sector. Beyond pure industry skills, the main focus is on topics such as business management and successful business development. Continuous support on the way to their own business is to create a relationship based on partnership that quickly and stably builds up the entrepreneurial foundation of the future Bosch partners in the spirit of a successful energy transition.



Bosch press photo #516627

The Bosch heating and air conditioning brand has launched a comprehensive certification programme which goes far beyond classic training formats in terms of content and form. (Source: Bosch)



Bosch press photo #520070

In order for Germany to reach its ambitious climate protection targets, the number of specialists installing energy-saving heating and air conditioning solutions must also grow significantly. (Source: Bosch)



Bosch press photo #520071

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(Source: Bosch)



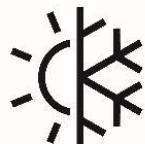
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Bosch is launching a special programme for young PHC master craftsmen and women as part of the certification campaign. The programme accompanies young professionals on their way to their own business. (Source: Bosch)



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Zertifizierter Profi Split- Klimageräte



Bosch press photo

In the split air conditioner segment, Bosch helps installers carry out their daily work faster and easier in a customer-oriented and professional manner through certification. (Source: Bosch)

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The Bosch heating and air conditioning brand offers sustainable solutions for heating, cooling and greater comfort and well-being throughout the home. The product portfolio comprises efficient, resource-saving and future-oriented heat pumps, hybrid solutions, solar thermal systems, electric water heaters, air conditioners as well as intelligent energy management systems including home charging solutions for electromobility. The product portfolio is complemented by a comprehensive range of digital tools and services that facilitate the daily work of PHC professionals. The technical solutions from Bosch cover all requirements of new buildings and modernisation projects and are quick and easy to install, simple to maintain and effortless to connect.

For maximum comfort and well-being in your own home, Bosch also offers solutions for better air and water quality. These include home ventilation systems, air purifiers and bathroom fans for clean and fresh air, and water softeners for perfect water quality throughout the home. The well-being portfolio of the Bosch heating and air conditioning brand is completed by infrared panels, bathroom radiators, electric heaters and other indoor climate solutions.

More information as well as press texts and images are available for download on the website at www.bosch-einfach-heizen.de.