



## Brand changeover occurred in July 2012 **Bosch Industriekessel delivers the first boiler under the Bosch brand**

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### Comprehensive portfolio from a single source

- ▶ First boiler with the Bosch logo goes to Dannenberg
- ▶ New colour design, proven performance
- ▶ Bosch Thermotechnik combines its business worldwide in large-scale systems under the Bosch brand

Gunzenhausen - Bosch Industriekessel has delivered the first boiler under the Bosch brand and in the new colour design. After the company name had been changed to Bosch Industriekessel in 2011, the next step followed at the beginning of July 2012 with the brand changeover: all boilers ordered from this point in time onwards will bear the Bosch logo when they are delivered. The boiler colours are changing with the new brand: to date dark blue was employed, now anthracite and red are to be used. The customer-specific manufacture, the contact persons, the sales channel via plant construction companies, the product quality and the extensive range of services provided by Bosch Industriekessel all remain unchanged however.

The recently delivered Bosch Universal UL-S steam boiler will provide the future energy requirements for the "convenience poultry products" production line at the speciality food manufacturer, Allfein GmbH & Co. KG in Lower Saxony. The company which ordered the Bosch boiler is AEU (Anlagen zur Energie und Umwelttechnik Consulting GmbH), a plant construction company based in Kaltenkirchen. The managing director and owner of AEU, Erhard Renken, confirms: "We have been working successfully with Loos - now Bosch Industriekessel - for decades now. The new Bosch brand and the fresh colour design perfectly suit Europe's leading manufacturer of industrial boilers".

Thanks to the modular design and the "ready to connect" modules, AEU were assured of a quick and problem-free installation of the steam boiler immediately after it had been brought into the boiler house. The commissioning was entrusted to Bosch Industriekessel's customer service.

The boiler has a steam capacity of 3,000 kilograms per hour and it is equipped with a natural gas firing system and an integrated economizer for flue gas heat recovery. The WSM-V water service module was installed for water treatment. The module supplies the steam boiler with degassed and chemically conditioned feed water and it disposes of the desalted and blow-down water. The optimum setting and the control of the boiler is performed by the BCO boiler control.

Bosch Thermotechnik combines its business worldwide in large-scale systems under the Bosch brand. The company offers a comprehensive range of products from one source with solutions for each specific market in the areas of heating boilers and steam boilers, combined heat and power generation, waste heat recovery, heat pumps, solar thermal energy and ventilation/cooling.

**Press photo 3-12 (1):**

The first industrial boiler in the Bosch colour design is unloaded at the speciality food manufacturer, Allfein, in Dannenberg.

**Press photo 3-12 (2):**

Erhard Renken, owner and managing director of the plant construction company AEU, knows and appreciates the benefits of the range of modular boiler systems from Bosch (formerly Loos).

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*Bosch Industriekessel GmbH, part of the Bosch Thermotechnik GmbH, has stood for innovation in industrial boiler technology for more than 145 years. Boiler systems for steam, hot water and heating, manufactured to customers' specification, provide efficient heating and process heat for all applications. Boiler house components, which are modular in design and perfectly coordinated, together with intelligent regulation and control technology, significantly simplify the planning, installation and commissioning of the complete system. Comprehensive service support from one source rounds off the innovative product portfolio.*

Further information is available online at [www.bosch-industrial.com](http://www.bosch-industrial.com)

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