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FSW EXPERTISE ADDS NEW SECTORS TO MITSUBISHI ELECTRIC SALES CHANNEL

Mitsubishi Electric has appointed FSW Ltd as a new VAR (Value Added Reseller). The company has 23 branches across the country and prides itself in being a product specialist in all areas of refrigeration and air conditioning.

FSW will be marketing the complete range of Mitsubishi Electric equipment including the M Series, Mr Slim, City Multi VRF systems and Lossnay heat recovery ventilation units.

“This is an exciting development for FSW and expands our offering to the air conditioning sector,” explained Mark Henderson, commercial director of the Cannock-based company.

“We have built our reputation on having long standing relationships and are looking forward to providing our customers with the quality and innovation that Mitsubishi Electric has become famous for.”

FSW was named Wholesaler of the Year in the 2012 ACR News Awards and has one of the largest branch networks covering the whole of the UK.

The company will supply the market with the full range of air conditioning, ventilation and control equipment and Mitsubishi Electric national sales manager, Steve Fleming is confident that they will enhance the company’s offering to customers: “Our sales have gone from strength to strength in what has been a tough few years for the construction industry and we put this down to our desire to deliver what customers want,” he commented, “this new partnership extends our ability to reach even more of the market.”

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FSW expertise adds new sectors to Mitsubishi Electric sales channels / page 2

FSW has almost 30 years' experience of the UK's refrigeration and air conditioning industry and prides itself of the high levels of customer support and industry knowledge that it provides.

"We see this as a strategic partnership that allows us to combine our technical expertise and customer-based approach with the incredible range of innovative building solutions that Mitsubishi Electric offers," explained Henderson.

Henderson continues "The addition of Mitsubishi Electric to our existing product offering will help us to satisfy the growing need for solutions that address the needs of a building while being as energy efficient as possible".

FSW will also continue to supply the range of Fujitsu and Hitachi air conditioning products and further details on the full range of services available can be found on the company's website at www.fsw.uk.com or by calling 01543 437 010.

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Note to editor:

Founded in 1921, Mitsubishi Electric is a global, market leading, environmental technologies manufacturer, producing an advanced range of heating, air conditioning and ventilation equipment. The company realises that ensuring the right solutions are selected for each individual building, requires collaboration by all involved. Mitsubishi Electric has therefore changed the way it does business to ensure engagement with all involved in delivering sustainable buildings so that together, we can make a world of difference.

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Further Notes:

Colour separation enquiries will be processed by email only, please send all requests to sep@garnettkeeler.com.

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