



Panasonic Industry and SIT Showcase Advanced Fan Solutions for Commercial HVAC-R at Chillventa 2026

Partnership combines Japanese quality of Panasonic's motor with SIT's ability to engineer complete fan solutions and European-based manufacturing

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Panasonic Industry Europe and SIT S.p.A. are jointly presenting their latest fan and motor technologies for HVAC-R applications at **Chillventa 2026 in Nuremberg (13-15 October 2026)**, highlighting the continued success of their strategic partnership and their shared commitment to improving energy efficiency, acoustic performance, and system reliability.

A major highlight of the collaboration will be the launch of SIT's new axial fan for commercial ventilation applications, designed to meet the growing demand for high-performance and advanced low-noise chillers and commercial heat pumps systems. The new model will be presented alongside the established whisperTECH450, enabling visitors to compare solutions tailored to different system requirements and installation scenarios.

Building on the partnership announced in 2023, the companies will once again showcase a complete fan solution for the HVAC-R market, combining Panasonic's highly efficient motor technology with SIT's advanced fan systems. Visitors will have the opportunity to experience key products from the SIT portfolio integrated with Panasonic motor technology, demonstrating a fully optimized solution for HVAC-R manufacturers.

In addition, Panasonic Industry will showcase its latest portfolio of high-efficiency fan motors, including the AR-9HS, AR-T, and AR-BS series. Designed to meet the diverse requirements of modern HVAC products, these motor solutions offer a combination of high efficiency, compact design, and reliable operation. The portfolio supports a wide range of fan sizes and performance levels, enabling manufacturers to optimize system efficiency while maintaining low noise levels and long service life. Combined with SIT's

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whisperTECH fan technology, Panasonic's motor solutions form a flexible and scalable platform for next-generation HVAC-R systems.

The exhibited solutions combine SIT's expertise in aerodynamic fan design with Panasonic Industry's proven motor technology, offering HVAC-R manufacturers a powerful combination of energy efficiency, quiet operation, and long-term reliability. As regulatory requirements and consumer expectations continue to drive demand for more sustainable and quieter heating solutions, integrated fan systems are becoming increasingly important for next-generation HVAC systems.

"Since the launch of our partnership with SIT, we have seen strong interest from customers looking for optimized and ready-to-integrate fan solutions," comments **Davide Ripani, Manager Sales, Cross-Sale & Global KAM at Panasonic Industry Europe**. "Chillventa provides the perfect platform to demonstrate how our technologies complement each other and to introduce the new SIT axial fan for commercial ventilation to the market".

Marco Crosin, Sales Director at SIT adds: "The rapid growth of commercial heat pumps and advanced cooling applications is creating demand for solutions that combine efficiency, acoustic comfort and reliability. The whisperTECH product family was developed precisely to address these requirements, and our collaboration with Panasonic allows us to offer manufacturers a highly integrated solution ready for the next generation of HVAC-R systems".

For further information on Panasonic's Industry's product solutions on display at Chillventa please visit: [Chillventa 2026 | Panasonic Industry Europe GmbH](#)

About Panasonic Industry Europe GmbH

Panasonic Industry Europe GmbH is part of the global Panasonic Industry organization, one of the eight major operating companies within Panasonic Holding. Panasonic Industry Europe provides products and services for industrial customers all over Europe.

Panasonic Industry Europe is committed to enabling customers to achieve their goals in a broad range of industrial sectors such as mobility, infrastructure, automation, medical, appliances, smart living, and security. With the know-how of devices and solution technologies, cultivated through a global mindset and over a century of tradition, Panasonic Industry collaborates closely with customers to create a sustainable future.

Panasonic Industry Europe's broad and diverse product portfolio encompasses key electronic component sectors including electromechanical and passive components, batteries and other energy products, sensors, thermal management materials and custom solutions, as well as automation devices & solutions.

More about Panasonic Industry Europe: <http://industry.panasonic.eu>

About the Panasonic Group

Founded in 1918, the Panasonic Group is a global leader developing innovative technologies and solutions with wide-ranging applications in the consumer electronics, devices, B2B solutions, heating and cooling, electrical equipment and lighting, and energy sectors worldwide. The Panasonic Group consists of Panasonic Holdings Corporation, seven operating companies and affiliates both within Japan and overseas. Panasonic Holdings Corporation reported consolidated net sales of 46.0 billion euros (8,048.7 billion yen) for the year ended March 31, 2026. To learn more about the Panasonic Group, please visit: <https://holdings.panasonic/global/>

About SIT

Through its Heating & Ventilation, Smart Gas Metering and Water Metering Business Units, SIT develops intelligent solutions for environmental control and consumption measurement, contributing to a more sustainable world. A multinational leader in its reference markets and listed on Euronext Milan, SIT aims to be a leading sustainable partner for energy and climate control solutions, with strong focus on the development and use of low-impact alternative gases.

The Group operates production sites in Italy, Mexico, Romania, China, Tunisia and Portugal, and has a sales structure covering all key global markets. SIT adheres to the United Nations Global Compact and its principles promoting responsible business practices. The Company is also a member of the European Heating Industry and the European Clean Hydrogen Alliance. To learn more about the SIT Group, please visit: www.sitcorporate.it