

Patton Refrigeration: Promoting Excellent HVAC & R Brands



Patton refrigeration Ltd. in New Zealand has been in the forefront of refrigeration business because of its continuous innovation through technological developments. Incorporated in November 2007, Patton Refrigeration India Pvt Ltd has been able to make a name in HVAC & R trade.

Vinod Kumar Rekhi, Managing Director, Patton Refrigeration India Pvt Ltd. explains *Cooling India* the company's commitments and achievements.

Q Established in 1923, Patton Refrigeration Ltd, has been emerged as a leading company in the global refrigeration business. What made it evolve into what it is today?

A Patton is longest serving refrigeration manufacturer in New Zealand. Starting with appliances manufacturing during early years, they shifted to design and assembly of specialty equipment for the refrigeration industry including condensing units, unit coolers, and air cooled condensers and water chillers during 1970's.

These products of high quality and reliability were adequately designed, hence got good response. Patton Products are well trusted and proven in

the New Zealand and Australian (ANZ) markets for over 25 years.

Patton Refrigeration strongly believes in continuous innovation. R&D team keeps itself abreast with the latest technology in Refrigeration to develop new product ranges, while focusing on customer/field requirements.

Once established in New Zealand market, they came to Australia and now entered to Asian countries.

Q Can you give us a brief background of Patton Refrigeration India Pvt. Ltd.?

A Patton - India was incorporated in Nov 2007 with 100% shareholding of Patton-New Zealand. Indian operations

were started from 1st April, 2008 by taking over trading business of 'Synergy Business Pvt Ltd'. We have two warehouses in Delhi and Chennai with Corporate office in NOIDA. During first year we added products like HENRY, SUNISO, SUPCO, apart from selling 'Patton' unit coolers.

Q Please elaborate the core categories of your business.

A Our total business is divided into three broad categories:

- PATTON unit coolers - (Evaporators) manufactured at our New Zealand and Thailand plants.
- Agency Division - We represent HENRY controls, UK and this year

Interview

adding Mueller Brass, USA.

- Trading Division – To cater the requirement of 100 strong dealer networks. 'Synergy' is our own Brand. We also promote products of THINK, SUN ISO, SUPCO brands.

Q What are the HVAC solutions being provided by your company?

A For all the three business categories we are serving, we want to add more products / services for our customer, Apart from what we are doing under three business divisions.

Our own Patton products are definitely our first priority. Recently Mr. Sanjay Kapoor has joined us for heading sales team, after 18 years working with Emerson. This will give big boost to our evaporator business.

Like Patton – New Zealand, in India also we want to offer complete package to our customers i.e. condensing units, evaporators and condensers. We are working as this blue print so that we offer complete solution to our customers.

Q What are the main features of your Jumbo Industrial Unit Coolers?

A Our unit coolers, and that is true not only for Jumbo but our 'B' & 'P' series also, are backed by 25 years strong experience of Designing and Assembly of these coolers. New Zealand is world's number one country, as far per capita refrigeration use is concerned. Like Europe, they are much advance in refrigeration and far ahead when compared with USA.

Each unit cooler is fitted with Turbo liquid suction heat exchanger and is made of non-toxic Stuco- Aluminium casing.

Coils used by us are having proven record of zero leakage for years. Each PATTON coolers is fitted with European FAN only – hence less power consumption and noise, with almost Nil failure.

Cold rooms are essential service. No one can afford breakdown for main feature is RELIABILITY of our product.

Q Can you discuss the availability of your product and distributor network in details?

A For different product categories, our policy of distribution is different. Trading products are 100% with our distribution networks and each of our Distributors keep sufficient stock to serve our customers.

For other business groups, including unit coolers, major OEMs are handled by our Techno-commercial team, though reasonable percentage of this business also come through our Dealer network.

Q Patton India is still importing evaporators and condensing units from Thailand plant. In near future, do you have any plan to set up your assembly and manufacturing unit in India?

A We started our cold room solution products by importing from our NZ/ Thailand plants, but from very beginning we are clear about need of production base in India. As mentioned earlier, blue print is ready and now we have to implement.

Q Do you wish to share any significant achievements of your company?

A During first year of Operation itself, 'Patton' has made a name in 'HVAC & R'

trade. We are promoting excellent HVAC & R brands of USA, like 'HENRY' & Mueller. Once these were well known names in our industry. Our major achievement is to make these brands "most sought after" in Indian market of components and controls.

Q What are the important factors towards the success of your company?

A Our major strength comes from Parent Company in New Zealand. Their contacts with leading brands worldwide for the years are helping us getting those products for Indian market.

Similarly, their knowledge and credentials in milk chilling units and cold rooms for different requirements, from fruit to Flowers, is helping big way to establish unit cooler business in India. Their established production base with volumes helping us to price our unit coolers sensibly against competition.

Other important factor is that we want to become one source for most of the needs of our customers. For agency division, after Mueller brand, we will add world's prominent name in Insulation and Compressors.

Q Where would you like to see your company five years down the line?

A India is a booming economy. Hopefully, recent set back in our GDP will not stay for long. With investment on infrastructure and development of Retail/telecom business and cold storages will create big demand for HVAC & R products in the coming years. Our long term plans include PATTON retail stores in Metro cities in India, like we are having in ANZ markets. ■

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