

# Press release

## A new generation of heat pumps that sets new standards

### Stiebel Eltron announces the next stage of the heating revolution with “hpnext”

Stiebel Eltron has been focusing on heat pumps for 49 years: in 1976, the company was one of the first manufacturers to enter the heat pump market - and has repeatedly set standards with innovative products. Now the German manufacturer is announcing a new stage in the heating revolution: “Under the slogan ‘hpnext’, we will be presenting a new generation of heat pumps at ISH 2025 that will strengthen our claim to be the technology leader,” says Dr. Kai Schiefelbein, Chairman of the Group Management Board, with conviction.

The new generation of heat pumps from Stiebel Eltron sets new standards in all key heat pump criteria - in terms of installation, efficiency and design as well as operation, noise levels and sustainability. The entire new product range works consistently with the natural refrigerant R290 and covers all applications: Air source heat pumps, ground source heat pumps and integral ventilation units. The clear system portfolio enables quick, intuitive orientation and simple planning. “Whether new build or modernization, single or multi-family house, single device or cascade: with hpnext there is a highly efficient solution for every living and building situation,” says Kai Schiefelbein.

#### First-class efficiency with a safety advantage

Stiebel Eltron has not only developed a new refrigeration circuit for the climate-friendly refrigerant R290, thereby achieving top efficiency levels, but also an innovative safety concept. “The safety of our installers and end customers is our top priority with every innovation,” explains Kai Schiefelbein. The result is a multi-level security concept for all devices in the hpnext family, with different security components depending on the model variant. Burkhard Max, Managing Director of the German Sales Organisation: “This gives us and our partners a clear security advantage.”

#### For the installers

“We know how complex the requirements of the heating transition are for our partners in the heating industry. Our aim was therefore to prepare the installation technically as quick, easy and intuitive as possible - with hpnext, we are taking installation convenience to a new level,” says Burkhard Max. The intelligent silent mode, for example, contributes to this by allowing a DB(A)-accurate reduction in sound emissions and therefore perfect adaptation to the installation location. In addition, all system-relevant components are integrated - for indoor and outdoor units. The installation and connection concept is the same for all models. Max: “Ideal conditions for quick, error-free installation and intuitive commissioning. The electrical connection is also direct and simple thanks to new clamp connections. The hpnext version takes our familiar wpeasy concept to new levels of convenience.”

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“With our new generation of heat pumps, we will redefine the standards for heating systems,” concludes Burkhard Max. “That is why we are starting next year full of confidence and are looking forward with great anticipation to the ISH in Frankfurt, where we will be presenting and demonstrating our entire range of products and services: Innovation has a new name - hpNext.”

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## About STIEBEL ELTRON

Stiebel Eltron, founded in 1924, is one of the leading companies in the renewable energy, heating and building technology market with an annual turnover of around one billion euros.

As an innovation-driven family business, Stiebel Eltron pursues a clear line in the production and development of products - for environmentally friendly, efficient and comfortable domestic technology. With around 5,000 employees worldwide, the company consistently relies on its own expertise from product development to production. The result is efficient and innovative solutions for hot water, heating, ventilation and cooling. Stiebel Eltron produces at its main site in Holzminden in Lower Saxony, in Höxter (NRW), in Hameln (NDS), in Freudenberg (NRW) and in Eschwege (Hessen) as well as at five other sites abroad (Arvika/Sweden, Tianjin/China, Ayutthaya/Thailand, Poprad/Slovakia, West Hatfield, Massachusetts/USA).

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Picture 1:



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