

Energy Save and JCE initiate collaboration in South America

ES Energy Save Holding AB (publ) has entered into a distribution agreement with JCE South America for the sale of heat pumps in parts of the South American market. The first country covered by the collaboration will be Chile.

JCE South America is primarily active in the business areas of Hardware & Distribution, Forest Products, and Real Estate Development. The company has been active in South America since 1987, starting in Chile and later expanding to Brazil, Colombia and Peru. With this agreement, JCE is also establishing itself in the heat pump market in South America.

"With our strong local presence and extensive experience in the region, we are uniquely positioned to help Nordic companies grow in these dynamic markets. The current project is clear proof of this," says Ulf Gillberg, Head of JCE South America AB.

The collaboration is another step in Energy Save's ambition to offer the company's products to property and home owners through distributors. The agreement means that JCE will be the exclusive distributor of heat pumps under the Energy Save brand in Chile.

"JCE is a strong and dynamic partner in several business areas, with a clear focus on implementing green technology from Sweden and Europe in Chile and the rest of South America. Heating in Chilean properties is currently largely provided by expensive imported gas, and an alternative using heat pumps therefore offers significant potential for savings," says Calle Gabinus, Key Account Manager for Energy Save in the South American market.

"It is a good time to enter the heat pump market in Chile, as it is now moving towards sustainable and energy-efficient solutions. Our goal is to become a leading player in this growing market as well, and we will therefore incorporate other complementary products from European premium brands into our local product range," says Sebastian Olivos, CEO of JCE Chile.

About JCE South America

JCE South America (JCESA) owns and develops companies and businesses located in, or with a clear connection to, South America. At the same time, JCE South America also seek to leverage its geographical presence to identify business opportunities between Scandinavia and South America. The Group's subsidiaries are located in Chile, Brazil, Colombia and Peru and are primarily active in the areas of Hardware & Distribution, Forest Products, and Real Estate Development.

JCESA is part of the family-owned JCE Sphere (JCE), a Swedish family office founded in 1971, which is committed to the long-term development and building of innovative, profitable and sustainable companies. JCE consists of JCE Group Aktiebolag, JCE South America AB and JCE Forestry, which operate both nationally and internationally through majority-owned companies, strategic listed holdings and asset management.

