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### **“Heat pump kickstart program” from Bosch** **“Klimahelden Schmiede” facilitates adoption of heat pumps**

- ▶ “Heat pump kickstart program” for an easy entry into the world of heat pumps
- ▶ “Klimahelden Schmiede”: Successful eco-system to be expanded further
- ▶ “Jungmeister Programm” strengthens the next generation of young entrepreneurs

Wernau. At ISH 2025, Bosch Home Comfort presents forward-looking innovations and a significantly expanded “Klimahelden Schmiede” portfolio for HVAC professionals. The aim is to strengthen HVAC companies in Germany and prepare them for the challenges of the energy transition. “Heat pump kickstart program” is the most important innovation of the “Klimahelden Schmiede” at ISH. This comprehensive program has been specifically developed for HVAC companies wishing to grow immediately with the latest heat pump technology from Bosch.

#### **“Heat pump kickstart program” – a driver of the energy transition**

From in-depth training to practical approaches and strategic knowledge, the “heat pump kickstart program” provides everything companies need to successfully install modern Bosch heat pumps. Besides imparting technical know-how and market knowledge, the program also includes an extensive hands-on section. Another focus is placed on the exchange of experience and proven sales strategies to support HVAC companies in their day-to-day work. The program includes a curriculum that prepares employees for the most important challenges in just three days of training, taking into account the special needs of different contacts in the company.

#### **Comprehensive expansion of the “Klimahelden Schmiede” programs**

In addition to the “heat pump kickstart program,” Bosch has expanded the “Klimahelden Schmiede” portfolio in collaboration with industry professionals. The “Klimahelden Schmiede” provides tools and services for customer acquisition and consultation, as well as design and planning resources. The

program is rounded off practical assistance on topics such as generating quotes, available subsidies, installation and maintenance. The focus is on technological updates and the integration of sustainable solutions supporting the energy transition. The goal is to enable companies to transition efficiently to future-ready heating, air conditioning and energy management systems while maintaining economic viability.

### **“Jungmeister Programm” provides effective support for young HVAC entrepreneurs**

Targeted at up-and-coming company founders and successors in the HVAC trade, the “Jungmeister Programm” is another highlight of the Bosch portfolio. The program helps aspiring young entrepreneurs develop technical and management-related skills. It comprises practice-oriented training, an exchange of experience among peers and individualized consulting services. The aim is to make it easier and safer for young entrepreneurs to set up their own businesses. These services underline Bosch’s commitment to the HVAC industry and the energy transition. The combination of technical knowledge, practical application and strategic support make the Bosch Home Comfort services for professionals an indispensable offering for HVAC companies. Bosch’s ISH booth (C90) in Hall 12 thus becomes a meeting point for all those how want to efficiently install innovative and sustainable heating solutions.



**Bosch press photo 01:**

“Heat pump kickstart program” – a driver of the energy transition.

(Source: Bosch)



**Bosch press photo 02:**

“Heat pump kickstart program” combines technical know-how with an extensive practical section. (Source: Bosch)



**Bosch press photo 03:**

The “Klimahelden Schmiede” offers tools and services for customers, e.g. a dismantling service. (Source: Bosch)



**Bosch press photo 04:**

The foundation service is one component of Bosch's "Klimahelden Schmiede".

(Source: Bosch)

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*Bosch Home Comfort Group is a leading European manufacturer of sustainable and energy-efficient heating, cooling, home comfort and process heat solutions. In fiscal 2024, the Bosch Home Comfort Group generated sales of 4.4 billion euros and employed approx. 13,800 people. The company has strong international and regional brands and manufactures a diversified product range in Europe, America and Asia. For more information, visit [www.bosch-homecomfortgroup.com](http://www.bosch-homecomfortgroup.com)*

*The Bosch heating and air conditioning brand offers sustainable solutions for heating, cooling and greater comfort and well-being throughout the home. The product portfolio comprises efficient, resource-saving and future-oriented heat pumps, hybrid solutions, solar thermal systems, electric water heaters, air conditioners as well as intelligent energy management systems including home charging solutions for electromobility. The product portfolio is complemented by a comprehensive range of digital tools and services that facilitate the daily work of HVAC professionals. The technical solutions from Bosch cover all requirements of new buildings and modernization projects and are quick and easy to install, simple to maintain and effortless to connect.*

*For maximum comfort and well-being in your own home, Bosch also offers solutions for better air and water quality. These include home ventilation systems, air purifiers and bathroom fans for clean and fresh air, and water softeners for perfect water quality throughout the home. The "Well-being" portfolio of the Bosch heating and air conditioning brand is completed by infrared panels, bathroom radiators, electric heaters and other indoor climate solutions.*

*More information as well as press texts and images are available for download on the website at [www.bosch-homecomfort.com](http://www.bosch-homecomfort.com).*