PRESS RELEASE

True Refrigeration extends its warranty to 7 years: a European first.

True Refrigeration extends its warranty to 7 years: a European first.

Basel, Switzerland – 16/10/2025 – At True Refrigeration, we are proud to announce that our standard warranty is now extended **from 5 to 7 years on all products sold across Europe, UK and Ireland.** This warranty covers parts, labor, and compressors and will be officially announced on 17 October 2025 at our stand at HOST Milano.

For over 80 years, True has built its reputation on durable, high-quality equipment. Extending our warranty is a natural step forward, reflecting the trust we place in our products and our commitment to the customers who choose True.

The Importance of a Trusted 7-Year Warranty

Reliable refrigeration is essential in sectors such as foodservice, retail, hospitality, and healthcare — it protects freshness, reduces waste, and helps avoid costly downtime.

True goes beyond durable products: **not only are we the only company in Europe, UK and Ireland offering a 7-year warranty, but we also provide local technical support.** Our team

works closely with partners and clients, guiding them on the best ways to use, clean, and maintain their units, ensuring optimal performance and longevity.

With True, operators benefit not only from equipment built to last but also from expert guidance that safeguards their investment.

Trusted by European Businesses

Our customers are experiencing the benefits of reliability and efficiency:

- In the retail sector, Treffpunkt supermarkets saved 27,000 kWh in under 9 months using our GDM glass door units.
- Hawaiian Poke Bowl, a large QCR chain expanding in Europe, chose True Refrigeration's TSSU preparation tables to enhance operational efficiency across multiple sites.
- Lupo Trattoria, a gastronomic restaurant in France, partnered with True to ensure long-term reliability. The kitchen team highlighted the reliability and energy efficiency of the Gastronom Gam TCR and TGN models.

Built to Last

True Refrigeration combines innovation and quality, delivering equipment that meets the highest standards of durability, efficiency, and reliability. Every unit is built to perform for years, allowing businesses to focus on what matters most: serving their customers.

By purchasing True, you're not just buying a refrigerator; you're making a long-term investment in quality, reliability, and long-term performance.

We design our products to last. With our new 7-year warranty, we are standing firmly behind that promise.

Service You Can Count On

Our 7-year warranty is backed by an extensive service network across Europe, UK and Ireland:

- Business hours: Monday to Friday, 08:30 – 17:30
- Hotline:
- UK and Ireland: +44 (0)800 783 2049
- France: +33 (0)971 044 383
- Germany: +49 (0)800 450 64 50

For all the other countries please contact your distributor

- Next-day spare parts delivery to our approved service provider
- “My True” portal for operators for instant access to warranty details and service recommended providers

Media Team:
emea_marketing@truemfg.com
Europe +41 (0) 61 563 07 05 / UK & Ireland +44 (0) 744 282 0942