



EXPERT NEWS

Driving Growth, Together

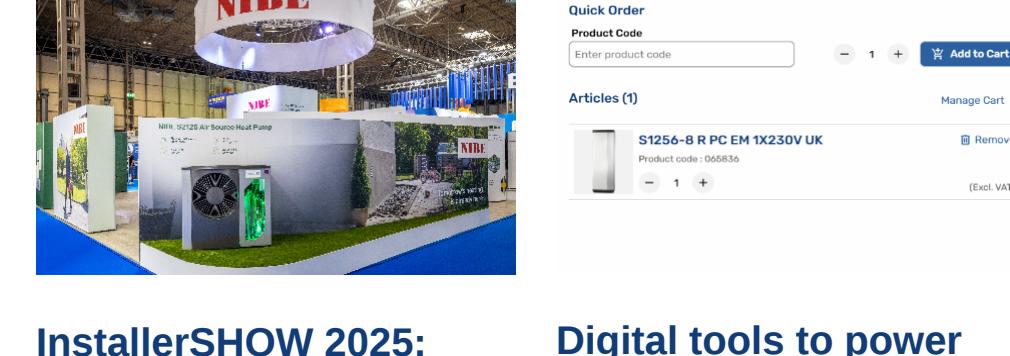
- a message from Paul Smith, Managing Director

The first half of 2025 has marked a period of real progress for NIBE in the UK. We've expanded our product portfolio, deepened our merchant partnerships, and reached a major milestone with the soft launch of our direct-to-consumer journey.

Our presence at InstallerSHOW 2025 was a clear reflection of that momentum. From unveiling our latest innovations to showcasing new digital tools designed to support your business, we were proud to connect with so many of you face to face.

As we look ahead, our focus remains on making it easier to specify, sell and install NIBE systems, backed by the performance, service and reliability we're known for.

This edition is packed with updates, from new product developments to more on expanding our heat network capabilities. We're also pleased to introduce a new feature spotlighting members of the team working hard behind the scenes.



InstallerSHOW 2025:

A standout year

This year's InstallerSHOW was our biggest and boldest yet. From hands-on product demos to panel sessions and preview content, we had one clear goal: to help installers feel supported, confident, and informed.

We were especially proud to welcome our UK brand ambassador Freddie Ljungberg to the stand. A strong advocate for sustainable heating, Freddie met with customers, media and partners to share why he believes heat pumps are the future of UK home heating.

Missed the show?

[Watch out InstallerSHOW highlights](#)

Digital tools to power your business

From product selection to lead management, NIBE's digital tools are designed with professionals in mind.

At InstallerSHOW, we showcased NIBE's Heat Pump Selection Tool, designed to assist merchants when helping

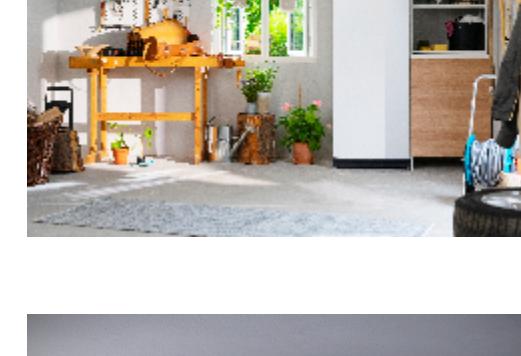
installers build the best systems for their projects. Online Ordering that will enable customers to order products, accessories and spares at their convenience, as well as our Lead Management Dashboard that tracks and manages homeowner leads for NIBE Pros in real time.

Want to know more?

[Discover the benefits of becoming a NIBE Pro](#)

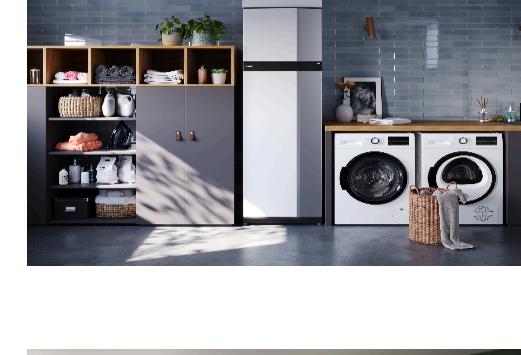
[Read more on our tools to assist merchants.](#)

New product highlights



Now Available: S-56 PC Ground Source Heat Pump

High output, inverter-driven performance for larger homes and light commercial projects. Delivers both heating and passive cooling via a plate condenser.



Now Available: NIBE S735C Exhaust Air Heat Pump

Compact, multi-function system offering heating, hot water, ventilation and now, active cooling. A flexible solution ideal for new-build projects.



Coming Soon: AquaThermal Hot Water Heat Pump

A highly efficient hot water solution with ultra-quiet performance and flexible ducting options, perfect for low-carbon homes.

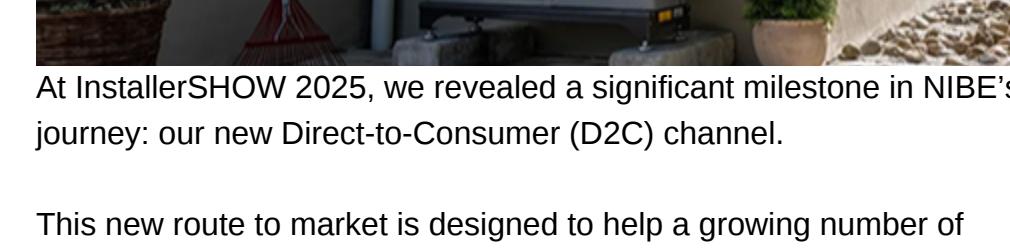


Reintroduced: NIBE F2040-16 Air Source Heat Pump

The NIBE F2040-16 is still available at its existing list price as part of our commitment to the smooth transition to new products.

Interested in spec sheets and training opportunities?

[Visit our professional site](#)



Direct-to-consumer: A new chapter, more opportunities for you

At InstallerSHOW 2025, we revealed a significant milestone in NIBE's journey: our new Direct-to-Consumer (D2C) channel.

This new route to market is designed to help a growing number of homeowners looking for a simpler, more direct way to install low-carbon heating. Through a dedicated digital platform, customers will be able to access a complete NIBE installation journey - from quote to commissioning - managed and quality-assured by us.

This isn't a replacement for our installer-led model, NIBE Pro remains central to our strategy. In fact, this new channel opens up more opportunities for installers.

For projects that fall outside the D2C scope, such as larger homes, ground source heat pumps or complex system designs, we will continue to refer customers to trusted NIBE Pro installers. And for installers who want to get involved in this new channel, there are new routes to collaborate:

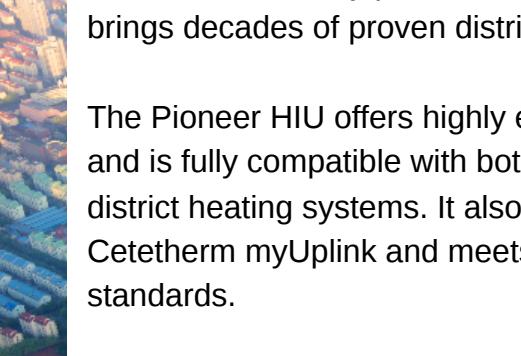
- ✓ Focus on install - we'll handle the admin
- ✓ Work with us as a subcontractor
- ✓ Train through NIBE Pro Akademi to unlock more opportunities

This is about expanding NIBE's reach while staying true to the high standards and strong partnerships that have built our reputation.

Want to know more?

[Visit our website](#)

Expanding our Heat Network capabilities



We're excited to share that NIBE's UK portfolio now includes a full range of heat network solutions, thanks to the integration of Cetetherm's Pioneer Heat Interface Units (HIUs) and substations. Already part of the wider NIBE Group, Cetetherm brings decades of proven district heating expertise from Sweden.

The Pioneer HIU offers highly efficient, space-saving performance and is fully compatible with both heat-pump-led and centralised district heating systems. It also features advanced smart control via Cetetherm myUpLink and meets BESA and UK Reg4 approval standards.

For developers, specifiers and consultants working on multi-dwelling or communal heat projects, NIBE can now provide a complete, tailored HVAC solution, combining our market-leading heat pumps with smart, scalable network technology.

The new offering is supported by a UK-based expert team, including Alan Unwin and Gulam Seedat, who are leading the delivery of NIBE Heat Networks nationwide.

Interested in Heat Networks?

[Find out more here](#)



Staff spotlight: Adam Austin

National Sales Manager – Distribution

Since joining NIBE, Adam has been busy mapping out NIBE's distribution strategy and building strong partnerships that help bring our renewable solutions to even more homes across the UK. With 21 years' experience in merchandising, manufacturing and distribution, Adam knows the trade inside out. But it's the combination of customer insight and technical know-how that really sets him apart. "Customers rely on us for more than just products," he says. "Being technically credible is just as important as being commercially supportive."

Favourite NIBE product: The F2050 air source heat pump. "Perfect for the mass housing market and a brilliant all-rounder in terms of size, aesthetics, build quality and SMART features."

Fun fact: Adam used to be a weekend vinyl DJ and still spins tracks occasionally on internet radio and at record label events – strictly no streaming allowed!

Stay connected

Want to speak to your local NIBE representative, access technical guidance or discuss training options?

[Visit our website](#)

Follow us for the latest product updates, events and installer stories:



Let's keep building a sustainable future, together.