

A Digital Step Toward a Sustainable Future: Mitsubishi Electric Türkiye is Digitalizing Its Product Catalogs

Mitsubishi Electric Türkiye Klima Sistemleri is digitalizing its product catalogs in line with its 2050 Environmental Sustainability Vision. Going forward, Mitsubishi Electric Türkiye Klima Sistemleri will no longer display printed catalogs and is rolling out this practice across all business partners throughout Türkiye. By offering fast and easy access through interactive QR codes, the brand will provide greater convenience to customers while also contributing to environmental protection.

One of the innovative brands in the HVAC sector, Mitsubishi Electric Türkiye Klima Sistemleri continues to put its 2050 Environmental Sustainability Goals into practice. Through its energy-efficient products, systems and services, the company enables the wider use of renewable energy across all areas of life. With a long-standing commitment to supporting the global reduction of greenhouse gas emissions together with its stakeholders, Mitsubishi Electric continues to implement various initiatives and projects worldwide in line with its vision of creating a better society. Aiming to reduce carbon emissions to “net zero” across all value chains by 2050, Mitsubishi Electric Türkiye Klima Sistemleri is transitioning to a digital catalog application across its network of 203 business partners. In doing so, Mitsubishi Electric Türkiye will both contribute to environmental protection in line with its sustainability goals and offer fast and convenient solutions to its customers.

One Step Closer to Global Sustainability Targets

Following the achievement of its 2021 Environmental Vision goals, Mitsubishi Electric Türkiye continues to implement various initiatives to reach net-zero emissions across all value chains by 2050. Commenting on this transition, Dr. Murat Hoşgör, Product and Marketing Section Manager at Mitsubishi Electric Klima Sistemleri, stated: “With the digital catalog application, we aim to take another step closer to our 2050 sustainability goals. As Mitsubishi Electric Türkiye Klima Sistemleri, we will continue to create new value and develop environmentally friendly solutions to contribute to a sustainable future and leave a more livable world for future generations through our energy-efficient, eco-friendly HVAC products. Developed based on more than a century of engineering expertise, Mitsubishi Electric A+++ energy class air conditioners not only contribute to environmental sustainability by being environmentally friendly and ensuring low carbon emissions, but also help deliver greater savings and reduce users’ energy costs.”