**Energy optimization for heating and cooling systems with GEA OptiPartner® Blu-Red Energy**

Duesseldorf (Germany), October 23, 2025 – GEA is officially launching

GEA OptiPartner® Blu-Red Energy, a digital software solution for heating and cooling systems. The cloud-based web application containing intelligent algorithms performs real-time performance optimization for compressors, chillers, heat pumps and entire cooling plants with clear, measurable savings and sustainability benefits such as a reduction in carbon dioxide emissions and operational optimization of the systems. The cloud-based solution is based on artificial intelligence (AI) and machine learning (ML). GEA OptiPartner® Blu-Red Energy continuously analyzes the customer's plant and environmental data to send optimal setpoints to its plant control system. This is made possible by combining GEA's extensive system knowledge with advanced data science and analytics. Depending on the system configuration, energy savings of up to 20 percent are possible. This means that the software investment can be amortized within one year or even less. This makes GEA OptiPartner® Blu-Red Energy a self-financing solution designed for rapid, measurable business success.

**How GEA OptiPartner® Blu-Red Energy works in practice**

GEA OptiPartner® Blu-Red Energy establishes a secure connection to the customer's plant via the GEA Cloud® platform, using standard protocols such as Modbus over 4G or IoT networks. This allows machine operation to be monitored and optimized in real time. This includes functions such as condensing pressure management, sequential machine control, refrigerant control and much more to cover a wider range of energy efficiency controls. By combining real-time data from the customer's plant with GEA's industry-leading technical expertise, Blu-Red Energy ensures optimum system performance without the need for constant manual monitoring. The powerful digital twins feature provides the ability to visualize the comparison between the optimal machine performance with Blu-Red Energy and without it . Customers get a monthly reports containing comprehensive analysis of system energy efficiency, showing real-time energy savings in both kilowatt hours and local currency.

**GEA OptiPartner® Blu-Red Energy: what the customer needs and how quickly and seamlessly it can be implemented**

Once cloud connectivity is established, the solution can be up and running in less than a week, depending on the plant configuration. To implement GEA OptiPartner® Blu-Red Energy, the customer needs a GEA Omni- panel on their machine and a connection to the GEA Cloud® via Modbus and 4G/IoT. Blu-Red Energy is currently commercially available for installation types: chillers with air-cooled and evaporative condensers, as well as complete installations with Omni system panels. The remaining installation types are on the development roadmap.

**Proven success in technical and commercial pilot project with Verkade in the Netherlands**

GEA OptiPartner® Blu-Red Energy has already demonstrated measurable benefits in a pilot project with the Dutch biscuit manufacturer Verkade, part of Pladis. By connecting GEA’s AI- and ML-based solution to Verkade’s ammonia installation, the system achieved annual energy savings of 33,000 kwh ~ 6000 EUR in 10 months since October 2024. In addition, the solution enabled the customer to generate transparent monthly reports showing both energy savings and CO₂ reductions. Based on direct feedback from Verkade’s engineering team, GEA also further optimized the user dashboard, ensuring that customers can easily access the most relevant data for their operations.

Photo:

Ein Bild, das Person, Job, medizinische Ausrüstung, Im Haus enthält.

KI-generierte Inhalte können fehlerhaft sein.

Photo, caption: GEA presents GEA OptiPartner® Blu-Red Energy, a digital software solution for heating and cooling systems. (Photo: GEA)

**About GEA**

GEA is one of the world’s largest suppliers of systems and components to the food, beverage and pharmaceutical industries. The international technology group, founded in 1881, focuses on machinery and plants, as well as advanced process technology, components and comprehensive services. For instance, every second pharma separator for essential healthcare products such as vaccines or novel biopharmaceuticals is produced by GEA. In food, every fourth package of pasta or every third chicken nugget are processed with GEA technology. With more than 18,000 employees, the group generated revenues of about EUR 5.5 billion in more than 150 countries in the 2024 fiscal year. GEA plants, processes, components and services enhance the efficiency and sustainability of customers’ production. They contribute significantly to the reduction of CO2 emissions, plastic usage and food waste. In doing so, GEA makes a key contribution toward a sustainable future, in line with the company’s purpose: ”Engineering for a better world.”

GEA is listed on the DAX, the STOXX® Europe 600 Index and is also a constituent of the leading sustainability indices DAX 50 ESG, MSCI Global Sustainability and Dow Jones Best-in-Class World.

More information can be found online at **gea.com**.  
If you do not want to receive any further information from GEA, please send an e-mail to **pr@gea.com**.

**About the GEA Foundation**

The GEA Foundation, established in 2025 by GEA Group, supports global and local projects in STEM education, child poverty reduction, infrastructure access and disaster relief. Through its Mission 30 strategy, GEA commits to donating one percent of annual net profit to build resilient communities.

More information can be found online at [gea.com/foundation](https://www.gea.com/en/company/gea-foundation/).

NOTE TO EDITORS

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  Automatisch generierte Beschreibung](https://www.linkedin.com/company/geagroup/posts/?feedView=all) [](http://www.youtube.com/user/TheGEAGroup)

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