

FOUNDERS' PERSPECTIVE

5 Questions About A Quest

In Conversation with Filip Kitanoski
and Dominik Radler



2

The founders of pbx cooling on how the successful employment of hydrocarbons is revolutionizing transport refrigeration in urban cold chains – from the spark of an idea to an F-gas-free future.

1

What was the exact moment or idea that led you to found pbx cooling?

Filip: "I had spent years on the inside of the transport refrigeration industry – at a Tier-1 supplier, developing systems for commercial vehicles. I knew exactly how these systems were built, I understood the dependencies embedded in them, and I knew the industry had no interest in dismantling those dependencies because their business model was built on top of them. The trigger was simple: I realised that waiting for someone else to solve this was not a strategy. The electrification of the last mile was accelerating, and the cooling unit on the roof was still the same technology it had always been. In 2019, I decided to stop waiting."

Dominik: For me it was a technical conviction that came before anything else. The hermetically sealed refrigeration circuit – the core principle behind the ecos M24 – is not a new idea. Stationary refrigeration has worked this way for decades. What nobody had done was apply it consistently to the transport context. When Filip brought me the challenge, the engineering answer seemed clear: a system that doesn't leak doesn't need servicing. Everything else followed from that."

Which problem of your customers do you solve best with your system?

Filip: "Dependency. That's the problem we solve. Conventional transport refrigeration creates three layers of dependency: dependency on F-gas refrigerants that are being regulated out of existence, dependency on certified technicians and service intervals that cost time and money, and dependency on the major system providers whose business model locks you in. The ecos M24 eliminates all three. For a fleet operator, that means lower TCO and no regulatory risk. For a body builder, it means the freedom to build and service vehicles without being tied to anyone's ecosystem."

Dominik: "From an engineering standpoint, it's installation risk. A conventional system is assembled and charged on-site — every joint, every connection is a potential point of failure, and the outcome depends on who did the work. The ecos M24 is factory-sealed before it ever reaches a body builder. There's no leak-tightness guesswork, no certified refrigeration technician required on-site. That shifts the risk profile entirely."

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3

What has been the biggest challenge so far – and how did you overcome it?

Filip: "The hardest thing was not the technology – it was changing the mental model of an industry that had been doing things the same way for fifty years. Body builders had a workflow. Fleet operators had contracts. Service providers had revenue streams.

Everybody had a reason not to change. We overcame it the only way that works: with operational data. Biohof Achleitner in Austria ran our system for four years without a single unplanned service stop. That's not a marketing claim. That's a track record. And track records are the only argument that works in this industry."



When you're building something that the industry says can't be done, the moment the data proves otherwise is the moment everything changes.

Dominik: "The technical challenge was proving that a hermetically sealed system could survive the conditions of a refrigerated van – vibration, temperature cycling, the mechanical stresses of daily logistics operations.

The validation process was long. We had to build the evidence base from scratch, because there was no comparable system to reference. What got us through it was the decision to start field testing early and let the data drive the development. We didn't wait for the system to be perfect. We put it in the field and learned from it."

4

Which achievement or milestone on your journey are you most proud of?

Filip: "Four years. Zero unplanned service stops. That's Biohof Achleitner. When you're building something that the industry says can't be done, the moment the data proves otherwise is the moment everything changes. Not just for us – for every conversation we have with a fleet operator or body builder who has been told that maintenance is inevitable. It isn't. We have the proof."

Dominik: "For me it's the architecture itself – the fact that we built a transport refrigeration system that requires no on-site refrigerant handling at installation. That had not been done before at this scale for light commercial vehicles. Every certification we received – the Machinery Directive, the Pressure Equipment Directive, the F-Gas Regulation, ATP – was confirmation that the engineering was sound. Getting those six certifications on a genuinely new system architecture is something I'm proud of."

5

Where do you see the industry in five years – and what is your next big goal?

Filip: "In five years, Hydrocarbons will be the standard for LCV transport refrigeration in Europe. The regulatory trajectory makes that inevitable – F-Gas phase-down, PFAS restrictions, ETS 2. The question is who shapes that standard and who follows it. Our goal is to be the company that shapes it. That means growing our network of body builder partners across Europe, deepening our presence in the key markets where the electrification of last-mile logistics is moving fastest, and making the ecos M24 the default choice for any fleet operator who takes the transition to electric LCVs seriously."



We want to close the loop between this data and the actual logistics operations — enabling AI-enhanced route optimisation, predictive dispatching, and automated ESG reporting.

Dominik: "Right now, our immediate focus and top priority is expanding our temperature range: we are working flat out on a solution that enables deep freezing. This will be a massive milestone for us and our customers. Looking beyond that, the next big step on our horizon is the data layer. Our ecos M24 already delivers over 50 real-time data points per vehicle. We want to close the loop between this data and the actual logistics operations — enabling AI-enhanced route optimisation, predictive dispatching, and automated ESG reporting. In five years, I want pbx cooling to be the company that proved a refrigeration system can be an active participant in fleet intelligence, doing so much more than just keeping things cold."



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