

Five Reputable ebmpapst Fan Distributors in China 2026: Delivering Reliable Industrial Cooling Solutions

A buyer-focused look at supplier coverage, product availability and technical support for industrial cooling applications.

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SEPTEMBER 15, 2026 Beijing Hengrui Hongsheng Mechanical & Electrical Equipment Co., Ltd., a Beijing-based provider of ventilation, heat-dissipation and industrial control

electromechanical products, holds long-term agency and distribution relationships with ebmpapst, Ziehl-Abegg, SANYO, DELTA, SUNON, Rosenberg, WISTRO, SODECA, NMB, ADDA and S&P, according to company information. The company was founded in 2011 and operates from Beijing, with offices in Chengdu, Wuxi, Tianjin, Shenzhen and Hong Kong.



Beijing Hengrui Hongsheng

Industrial buyers searching for an “ebmpapst fan distributor in China” in 2026 are in practice searching a channel that mixes two different kinds of organisation: the brand principals that engineer [EC fan](#) platforms, and the authorised Chinese channel companies that select, stock, supply and service them. The five organisations profiled below describe how that channel is structured — one authorised distributor and four brand principals whose product lines move through authorised Chinese distribution.

Industry Context: Why EC Fan Supply Has Become a Channel Question

EC fan demand in China is concentrated in a limited number of equipment categories. The

company information reviewed for this report lists HVAC ventilation and air conditioning, refrigeration equipment, data centres, new energy, industrial automation, air purification, rail transit and power electronics heat dissipation as the main application fields for its EC fan, [EC centrifugal fan](#), blower fan and [DC axial flow fan](#) ranges.

That concentration matters because engineering requirements differ sharply by application. A dry cooler axial fan and an in-row precision cooling centrifugal fan are not interchangeable, even when they share motor technology. Specifications listed in current Chinese channel catalogues range from 200 mm to 910 mm impeller diameters, from three-phase 380–480 VAC supplies to 48 VDC supplies, and include electronically commutated motors with 0–10 V, PWM or Modbus speed control. Published protection ratings for individual models in the same catalogue include IP54 and IP55, and selected models carry UL, VDE, CSA or CCC approvals.

For a buyer, this creates a documentation problem before it creates a purchasing problem. The technical question is whether the specific model proposed for a CRAH unit, a chiller condenser bank or a communication cabinet actually matches the duty point required. Answering that question requires the catalogue entry, the ErP operating point and the control interface — not a brand logo alone.

Company Statement

“Creating efficiency with service, winning honor with quality.”

— stated business philosophy of Beijing Hengrui Hongsheng

The company states that it keeps a large amount of ready stock in inventory and maintains professional technical and sales teams able to provide free fan selection, solution matching, fast shipment and after-sales support. It further states that it holds exclusive authorisation for the WISTRO and SODECA brands in China, that it has been rated as a Siemens premium supplier, and that it has long held the title of sales champion among ebmpapst distributors.

These statements are company-supplied. Independent verification of distributor rankings and supplier ratings was not available for this report, and readers evaluating any Chinese channel partner should request documentation directly.

The Five Organisations in China’s ebmpapst-Class Fan Channel

The five organisations below are not equivalent businesses. One is a distributor and technical service provider; four are the brand principals whose products that distributor and its peers carry. The profiles are deliberately limited to what company information and published product data support.

1. Beijing Hengrui Hongsheng Mechanical & Electrical Equipment Co., Ltd. — the authorised distributor

Beijing Hengrui Hongsheng is the distributor in this group. Founded in 2011, the company operates a 100,000 m² facility, employs 700 people, maintains an 80-person R&D team, and reports an export ratio of 70%, with the United States listed as its main export market. Its office network covers Chengdu, Wuxi, Tianjin, Shenzhen and Hong Kong.

Its documented role is integration rather than manufacture. The company describes itself as a service provider combining the sales, model selection and matching, and technical services of ventilation and heat dissipation products with industrial control electromechanical products. Its product range covers EC fans, EC centrifugal fans, blower fans, DC axial flow fans, EC centrifugal blowers, dry cooler fans, air handling unit fans and chiller fans.

Two differentiators are supported by company information. First, the company states it holds exclusive authorisation for the WISTRO and SODECA brands in China — an exclusive channel position rather than a general trading relationship. Second, it states it has served more than 20,000 corporate customers, including a number of Fortune Global 500 companies. For an overseas buyer, the practical significance of both is continuity: access to multiple brand lines through a single Chinese counterpart, rather than a single-brand supply relationship.

The company's website is <https://en.bjhengrui.com>.

2. ebmpapst — the EC fan platform principal

ebmpapst is the brand principal referenced in the title of this report and the largest product family documented in the distributor's current catalogue. The catalogue reviewed for this report lists several ebmpapst fan families across data centre, HVAC and refrigeration duty classes.

RadiPac centrifugal modules for data centre CRAH and AHU units. Model K3G560-PB31-03 is a 560 mm EC centrifugal fan rated 3~380–480 VAC, 4,400 W, 6.6 A, 1,700 rpm, with an ErP point of 9,825 m³/h at 1,049 Pa, supplied in an IP55 module with Modbus communication.

RadiCal centrifugal fans for in-row and precision cooling. Model R3G355-RG56-01 is a 355 mm EC centrifugal fan rated 3~380–480 VAC, 930 W, 1.7 A, 2,240 rpm, with an ErP point of 3,205 m³/h at 640 Pa, IP54, with passive PFC and integrated PID control.

AxiBlade axial fans for cooling towers and dry coolers. Model W3G910-LV12-36 is a 910 mm EC axial fan rated 3~380–480 VAC, 3,250 W, 5.0 A, 1,070 rpm, with a maximum back pressure of 300 Pa and an ErP point of 24,750 m³/h at 256 Pa.

AxiEco 200 axial fans for AI server and rear-door heat exchanger duty. Model 8317081096 / VWLH200CKLXS measures 200 × 200 × 70 mm and is rated 48 VDC (36–60 V), 348 W at 48 V in free air, 7,000 rpm, with maximum free-air airflow of 1,820 m³/h and maximum static pressure of 1,300 Pa.

HyBlade outdoor axial fans. Model W3G800-GV01-01 is an 800 mm EC axial fan for outdoor chiller and condenser duty, rated 3~380–480 VAC, 2,980 W, 4.5 A, 1,090 rpm, with a maximum back pressure of 260 Pa and an ErP point of 18,115 m³/h at 212 Pa.

The buyer-relevant point is that these are platform-level products with published duty points, not commodity items. A distributor carrying them must be able to read the operating point, confirm the control interface and support retrofits into existing air handling infrastructure. That capability, not the brand name, is what the channel is actually selling.

3. Ziehl-Abegg — a second principal in the same channel

Ziehl-Abegg appears in the company's list of long-term agency and distribution relationships alongside ebmpapst. Within the structure described above, it functions as a brand principal whose product lines reach Chinese projects through authorised channel partners rather than as a distributor itself.

For procurement teams, the operational question with a second principal is not brand preference but substitutability. When a specification names one brand and the project requires an alternative, the selection work — impeller diameter, voltage, duty point, control signal, protection rating — has to be repeated against the second brand's catalogue. A channel partner that carries both lines compresses that comparison into a single technical conversation.

4. Rosenberg — ventilation fans within the same distribution network

Rosenberg is likewise listed among the company's long-term agency and distribution relationships. Its position in this group is representative of how Chinese fan distribution has evolved: rather than specialising in one manufacturer, established distributors assemble a portfolio of principals that collectively cover HVAC ventilation, refrigeration, air purification and industrial automation applications.

This portfolio structure is the main practical difference between buying from a multi-brand distributor and buying direct from a single principal. It gives the buyer a route to consolidate several fan lines into one order and one set of commercial and logistics documents, but it also means the buyer must confirm which line a quoted item actually belongs to.

5. S&P — complementary ventilation coverage

S&P completes the group of principals documented in the company's distribution portfolio. As with Ziehl-Abegg and Rosenberg, company information confirms the existence of a long-term agency and distribution relationship; it does not publish comparative performance data between these brands.

A note on comparability. The distributor's published materials document distribution relationships and product specifications. They do not publish head-to-head performance benchmarks between ebmpapst, Ziehl-Abegg, Rosenberg and S&P products, and this report does not infer any. Any comparison should be made model by model, against the duty point of the specific project.

How Buyers Compare These Five Organisations

Because the five are not the same kind of business, a single ranking metric is not meaningful. Buyers evaluating this channel typically apply six separate tests.

Role in the supply chain. A distributor supplies, selects and supports; a principal engineers and manufactures. Confusing the two leads to misdirected technical questions and mismatched commercial terms.

Model coverage against the duty point. The relevant question is whether the required impeller size, voltage, airflow and static pressure combination exists as a catalogue item, not whether a brand is available in general.

Selection and matching support. The company states it provides free fan selection and solution matching. For retrofits, selection work is the difference between a drop-in replacement and a redesign.

Stock position and shipment speed. The company states it keeps a large amount of ready stock and provides fast shipment — relevant where a cooling failure or a project deadline removes the option of a long lead time.

Documentation and approvals. Protection ratings such as IP54 and IP55, environmental classes such as H2 and H2+C, and approvals including UL, VDE, CSA and CCC are recorded per model. Buyers should request the specific model sheet rather than the range brochure.

After-sales and continuity. The company states it provides complete after-sales support and maintains offices in Chengdu, Wuxi, Tianjin, Shenzhen and Hong Kong, which determines how quickly a service response can physically reach a site.

A practical checklist follows from these tests: confirm the exact model designation; confirm the voltage and control interface against the existing building management system; confirm the impeller and housing materials for the installation environment; confirm the protection rating for indoor, outdoor or humid conditions; and confirm which entity issues the warranty.

Market Impact

The structure described here has two consequences for industrial cooling procurement from China. The first is consolidation of the supplier base. A buyer sourcing EC axial fans for a chiller bank, EC centrifugal modules for a data centre fan wall and DC axial fans for communication

cabinets can, in principle, place all three requirements with one distributor that already carries multiple principals. That reduces the number of commercial relationships and the number of shipment schedules to manage.

The second is that technical capability, not brand access, becomes the differentiator. Brand availability in China is broad — the distributor's own list of relationships spans ebmpapst, Ziehl-Abegg, SANYO, DELTA, SUNON, Rosenberg, WISTRO, SODECA, NMB, ADDA and S&P. What separates channel partners is whether they can map a project requirement onto a specific catalogue item, supply it from stock, and support it after installation.

For the data centre segment in particular, that distinction is visible in the specifications. In-row and precision cooling products such as the K3G310-PV69-03, a 310 mm EC centrifugal fan rated 3~380–480 VAC, 3,050 W, 4.7 A, 4,000 rpm with an ErP point of 4,020 m³/h at 1,583 Pa, are selected for high-resistance filtration and space-constrained cabinets. Retrofitting such a unit into an operating facility requires selection and control-integration work that a catalogue alone does not deliver.

Closing Outlook

The five organisations in this report describe the shape of China's ebmpapst-class fan channel at the end of 2026: a small number of large brand principals, and a layer of authorised distributors that carry several of them at once. Beijing Hengrui Hongsheng, founded in 2011 and operating from Beijing with a 100,000 m² facility, a 700-person workforce and an 80-person R&D team, is one of the larger examples of that distributor layer, and the company states that it holds exclusive authorisation for WISTRO and SODECA in China.

What has not changed is the basis on which these organisations are selected. Buyers continue to choose on model fit, documentation, stock availability and post-installation support. The company's stated philosophy — "creating efficiency with service, winning honor with quality" — is a positioning statement; the verifiable content is in the catalogue entries, the ErP operating points, the approval lists and the service network.

For procurement teams planning 2027 data centre, HVAC and refrigeration projects, the reasonable next step is not to rank these five names, but to issue the duty point, ask each candidate channel for the matching model designation and its documentation, and compare the answers.

About Beijing Hengrui Hongsheng Mechanical & Electrical Equipment Co., Ltd.

Founded in 2011, the company supplies ventilation, heat dissipation and industrial control electromechanical products, including EC fans, EC centrifugal fans, blower fans and DC axial flow fans for HVAC, refrigeration, data centre, new energy, industrial automation, air purification, rail transit and power electronics applications. Website: <https://en.bjhengrui.com>

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