



Alfa Laval Partner values

Energy Division GPHE & BFB





Alfa Laval – the brand that is easiest to sell

- Global **market leader** and premium brand in all countries
- Renowned for **quality** in product, support, service and **value for money**
- Established large customers and **installed base**
- Strong **marketing** to drive partner business

Partner Quote

“Because Alfa Laval are the best brand in GPHE and my customers identify the quality of products.”

Andrés Sustayta – Goelbra Industrial S.A. de C.V.
www.goelbra.com



Alfa Laval – a company dedicated to partners

- Distribution **culture** for heat exchangers sales since 40+ years
- Clear partnership **structure**
- **Transparent** pricing guidelines
- Heat exchanger equipment sales **through distribution >70%**
- Alfa Laval will **never by-pass** the partner to sell direct where a distributor is set up and active
- **Referral** of customer enquiries to partners
- 10's of distributors with 40+ years partnership

Partner Quotes

“Clear rules, great quality, organization.”

Alexandre Martins – Gamatermic Técnica e Comércio Ltda.
www.gamatermic.com.br

“We work with Alfa Laval because it gives us confidence and is always with us.”

Ufuk Toku – DEĞİŞİM ISI TEKNİK ENDÜSTRİYEL ÜRÜNLER MAKİNE SAN. TİC. LTD. ŞTİ.
www.degisimsiteknik.com



Alfa Laval – most modern product range

- **Next generation heat exchangers** are developed listening to customer needs, expectations and with efficiency in mind
- **Most modern** and efficient, recently developed, energy saving and environmentally friendly product range
- **Unique selling points** for each customer benefit
- One stop shop for **all heat transfer** products
Gasketed, Brazed, Fusion-bonded, Welded

Partner Quotes

“The best efficiency, excellent price, a lot sizes of equipment, short delivery time, the best technology and constant innovation.”

Andrés Sustayta – Goelbra Industrial S.A. de C.V.
www.goelbra.com



Alfa Laval – understands different partner business needs

Whether you are a **wholesaler** with 100's of branches and staff or an **engineering company** providing tailor-made solutions, Alfa Laval has the right partner approach and tools, to help you thrive in your business.

Wholesaler partners

With your extensive customer base, in-house EDI, stock, logistics, value for speed and execution, Alfa Laval has the right tools and approach to serve the customer. We understand and adapt to your challenges in time share and mind share!

- Standardised **pre-configured** product range
- Standard products for **standard** applications
- **Simplified** online training
- Serve the customer with **speed and from stock**
- **Fast selection** from online digital tools – Product Guide
- Digital **EDI connection** with Alfa Laval PIM (Product Information Management)
- **Bulk ordering** to minimise transport costs
- **Higher profit** than other products held in range



Partner Quote

“Good products and people who understands it.”

Bertil van Santen – Ubel / Technische Unie

www.technischeunie.nl



Partner Quote

“Strongest Brand and Good Technical support.”

Jackapon Udomsintorn – Winawin Engineering Co., Ltd

www.winawineng.com

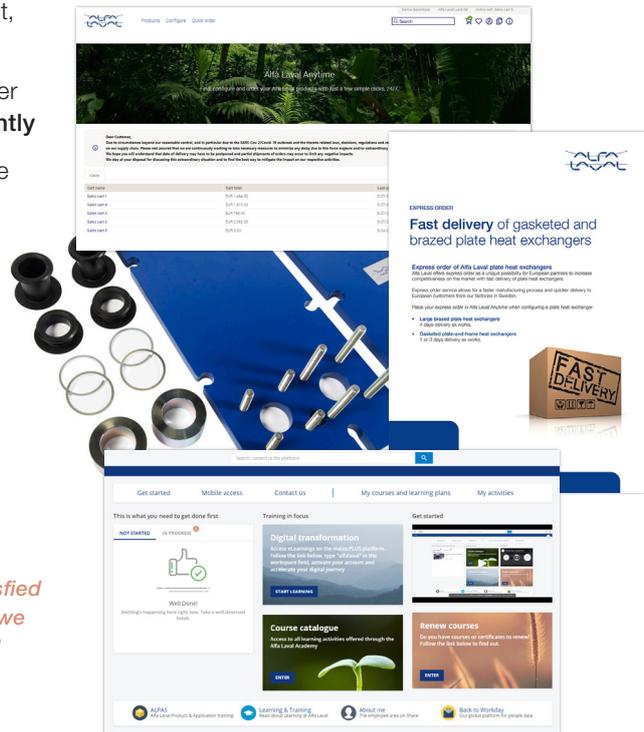
High value adding engineering partners

To provide deep customer penetration, customised solutions and in-depth application knowhow. As an engineering company, Alfa Laval has the right tools and approach to serve the customer. We take time to care and empower you in the market.

- **Alfa Laval academy** of product and application training in-depth, face-to-face, screen share and online 24/7
- Global best **practice sharing**
- Successful **case stories**
- **Sustainability** approach with customer savings in electricity, heat recovery and uptime
- Online ROI (**Return On Investment**) calculation tool to submit savings to customer
- Sales material in **local languages**

Alfa Laval – a company easy to do business with

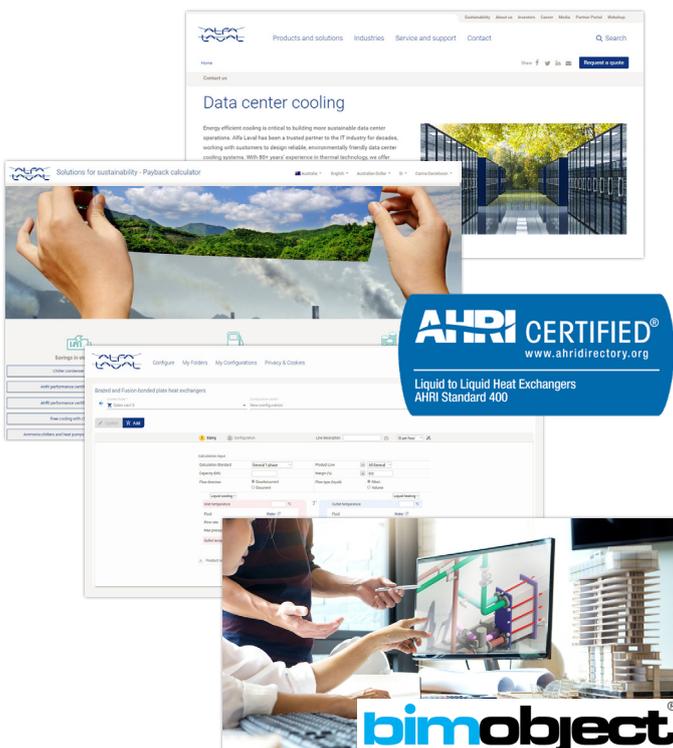
- Online **eBusiness Alfa Laval Anytime** tool to select, configure, order and track and trace your orders
- All stock levels, delivery times, your discount, transfer price and traceability of your orders **updated instantly**
- Use of **standard templates** for speed and repetitive business
- “**Express order line**” next day deliveries for <=150 mm connection (extra price)
- Authorised **KIT assembly partner** for assembly & supply on behalf of Alfa Laval
- **Online trainings** 24/7 to empower in serving the customer, what to sell, where and how



Partner Quote

“... we can't do without it! jokes aside: we are very satisfied with the attention that AL wants to have with partners, we want to continue to see this thing more and more true.”

Dario Ghezzi – hintec srl
www.hintec.it



Alfa Laval – leading with latest industry trends

- **AHRI performance certification** to protect the end user, with lifetime cost, sustainability and the environment
- **Solutions for sustainability** with ROI for customer savings in electricity, heat recovery and uptime
- **BIM modelling** of all Gasketed and most Brazed plate heat exchangers
- **Fast growing applications** such as Data Centres
- Dedicated landing pages with **SEO**
- **Digital presence**, analyses and sharing with partners

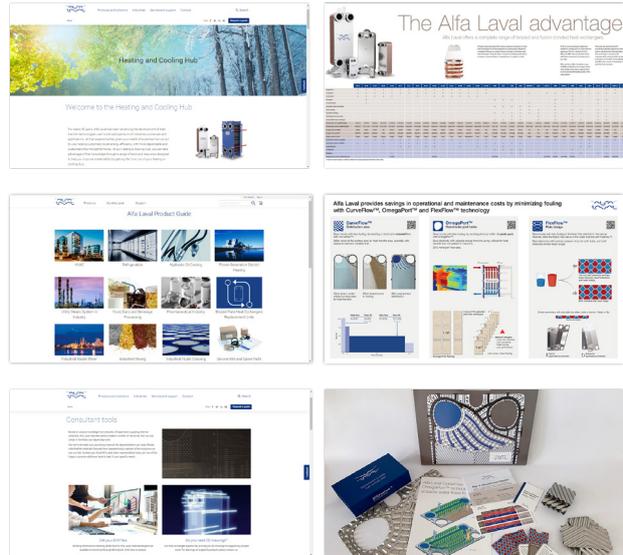
Partner Quote

“Excellent company, ahead of its time. Always investing in development. Technology reference in the market. Constant concern for the environment. With regards to business with partners, a company that is always very present and dedicated to the development of long-lasting relationships.”

Alexandre Vieira – TECSUL Equipamentos e Serviços Ltda
www.tecsul.com.br

Alfa Laval – supporting partners with sales tools

- How to **convey features** as benefits to customers as savings
- Material in simple **streetwise language** to best explain benefits
- Easy to use plate cut away **sales kit**
- Product Guide for **unique partner URL** for lead generation
- Heating and Cooling Hub with **consultant tools**
- Online heat exchanger **replacement calculation tool**



Partner Quote

“Better quality products, helping in making the strategies, strong commitment, expert analysis on product selection, focus on process etc.”

Rama Chandra Murthy – Surya Sankara Trading Pvt. Ltd.
www.suryasankara.com

Alfa Laval – service and spares opportunities

- **Largest installed base** for sales of spares and replacement
- **InTouch** easy to use online **installed base** information with **G-predict tool**
- Access to **All Brands** replacement gaskets or plates for most global brands
- **Global Alfa Laval service centres, product and industry experts**
- **Thermal image** performance audit VCA
- **QR codes** with each heat exchanger
 - Integrated with InTouch automatically populated
 - Partner's contact data on QR landing page



Partner Quote

“Despite of the higher price in the market, Alfa Laval have a quality with long lifetime and guaranteed performance. And good service satisfaction.”

Se-Ho Kim – ALFA ENGINEERING CO.
www.alfaenggsolutions.com

Alfa Laval is committed to being the best class working with distributors

A brand
easy to sell

Easy to do
business with

**YOUR success,
OUR commitment**

Most modern
product range

Understands
different
partner needs

Partner Quote

"We have enjoyed working with Alfa Laval in the past ten years, and we believe that Alfa Laval will continue to lead us to create more value and performance in the future."

Fan Jiayu – Guangzhou Kaiyan Mechanical & Electrical Equipment Co., Ltd.



This is Alfa Laval

Alfa Laval is active in the areas of Energy, Marine, and Food & Water, offering its expertise, products, and service to a wide range of industries in some 100 countries. The company is committed to optimizing processes, creating responsible growth, and driving progress – always going the extra mile to support customers in achieving their business goals and sustainability targets.

Alfa Laval's innovative technologies are dedicated to purifying, refining, and reusing materials, promoting more responsible use of natural resources. They contribute to improved energy efficiency and heat recovery, better water treatment, and reduced emissions. Thereby, Alfa Laval is not only accelerating success for its customers, but also for people and the planet. Making the world better, every day. It's all about *Advancing better™*.

How to contact Alfa Laval

Contact details for all countries are continually updated on our web site. Please visit www.alfalaval.com to access the information.

