



Alfa Laval Fluid Power Distributor sales guide



Hello partner.



I am very proud to be responsible for the Fluid Power products at Alfa Laval. In the 15 years I have been in the company I've never had a complaint about the quality of our heat exchangers. Just compliments on products that always work, however harsh the conditions they work in.

And as we all know it's easy to sell good quality. The combination of your market expertise and our high quality coolers makes us a winning combination.

Our goal is to be a brand that is easy to sell. So we have gathered the most important product and sales tools in this sales guide for you. The objection handler and competitive comparisons help you give the right arguments for selling our superior oil coolers.

I would also like to introduce our eBusiness portal to you. On <https://ebiz.alfalaval.com> you can buy our products and find everything you need for successful sales in fluid power, 24/7.

On behalf of the fluid power team
we wish you the best of luck
with your sales.

A handwritten signature in white ink, appearing to read 'Theo Thoen', written over a horizontal line. The signature is stylized and fluid.

Theo Thoen

Marketing Manager Fluid Power.
Industrial Equipment Segment

Hello excellence. Goodbye downtime.



Quality products.

Compact, powerful and reliable oil coolers that optimize your operations



Quality service.

70 years of experience in heat transfer technology available to you 24/7



Quality partnership.

World-class partners dedicated to supporting you



Quality products

Customer benefits

Alfa Laval's **compact** and **powerful** oil coolers boost performance, optimize operations and reduce maintenance in hydraulic and lube oil systems.

2 Built-in mechanical strength

- ▶ Market's strongest system
- ▶ Sturdy construction
- ▶ Interior connections never break

1 Easy to install

- ▶ Mounting blocks for high tightening torque and a good spanner grip
- ▶ Fast, secure installation
- ▶ Cuts down man hours
- ▶ No risk of breaking connection

3 Rugged design

- ▶ Powerful, compact high-efficiency coolers
- ▶ Reliable under high pressure and temperature

4 Smaller footprint

- ▶ Up to 60% less space than comparable shell-and-tubes
- ▶ Less space than comparable oil coolers
- ▶ Lower investment costs

5 Uses less energy

- ▶ High heat transfer
- ▶ Close temperature approaches
- ▶ More heat recovery, less energy

6 Self cleaning

- ▶ High turbulent flow
- ▶ High shear rate
- ▶ Maximized uptime and reduced maintenance





Quality products

Products

Different oil coolers for different needs

Alfa Laval's brazed plate heat exchangers series of dedicated oil coolers, **DOC range**, offer unparalleled efficiency for hydraulic oil cooling.



Applications

- Suitable for most hydraulic and lube oil systems for cooling capacities ranging from 10 up to 360 kW.
- Cooling media: clean water or ethylene glycol.

Brazed plate heat exchangers, **CB range**, are high-efficiency oil coolers that contribute to long, maintenance-free lifetimes for hydraulic power pack cooling systems or lube oil systems. The CB range can be fitted with a wide range of different oil connections, such as NPT, SAE, hexagonal and internally threaded.



Applications

- Suitable for most hydraulic and lube oil systems for cooling capacities ranging from 10 up to 360 kW.
- Cooling media: clean water or ethylene glycol.

Gasketed plate heat exchangers, **GPHEs**, provide full flexibility to meet the demands of any oil cooling duty. Compact and modular in design, they weigh less, cost less to install and occupy up to 50% less space than comparable shell-and-tube units.



Applications

- Suitable for any hydraulic and lube oil systems for small and high flow demands combined with a low pressure drop demand.
- Cooling media: water, sea water, cooling tower water or any other cooling fluid.

Fusion-bonded plate heat exchangers, **AlfaNova range**, made of 100% stainless steel, minimizes the risk of corrosion and makes this highly efficient heat exchanger suitable for oil applications using hazardous media where copper is not an option.



Applications

- AlfaNova is an efficient solution for industrial hydraulic oil cooling, where the cooling media and/or the oil is corrosive. AlfaNova is the right choice where copper is not acceptable
- Cooling media: clean water, ethylene glycol or demineralized water.



Quality products

Cooling media

Pick the oil cooling solution to match your needs

The choice of the heat exchanger for hydraulic and lube oils is determined by the cooling media. Our products can handle all hydraulic fluids from regular hydraulic oils to synthetic oils and emulsions.

Each environment has its own challenges, which Alfa Laval's oil coolers address perfectly.

BHE = Brazed plate heat exchangers, CB or DOC range
GPHE = Gasketed plate heat exchanger
AlfaNova = Fusion-bonded plate heat exchangers

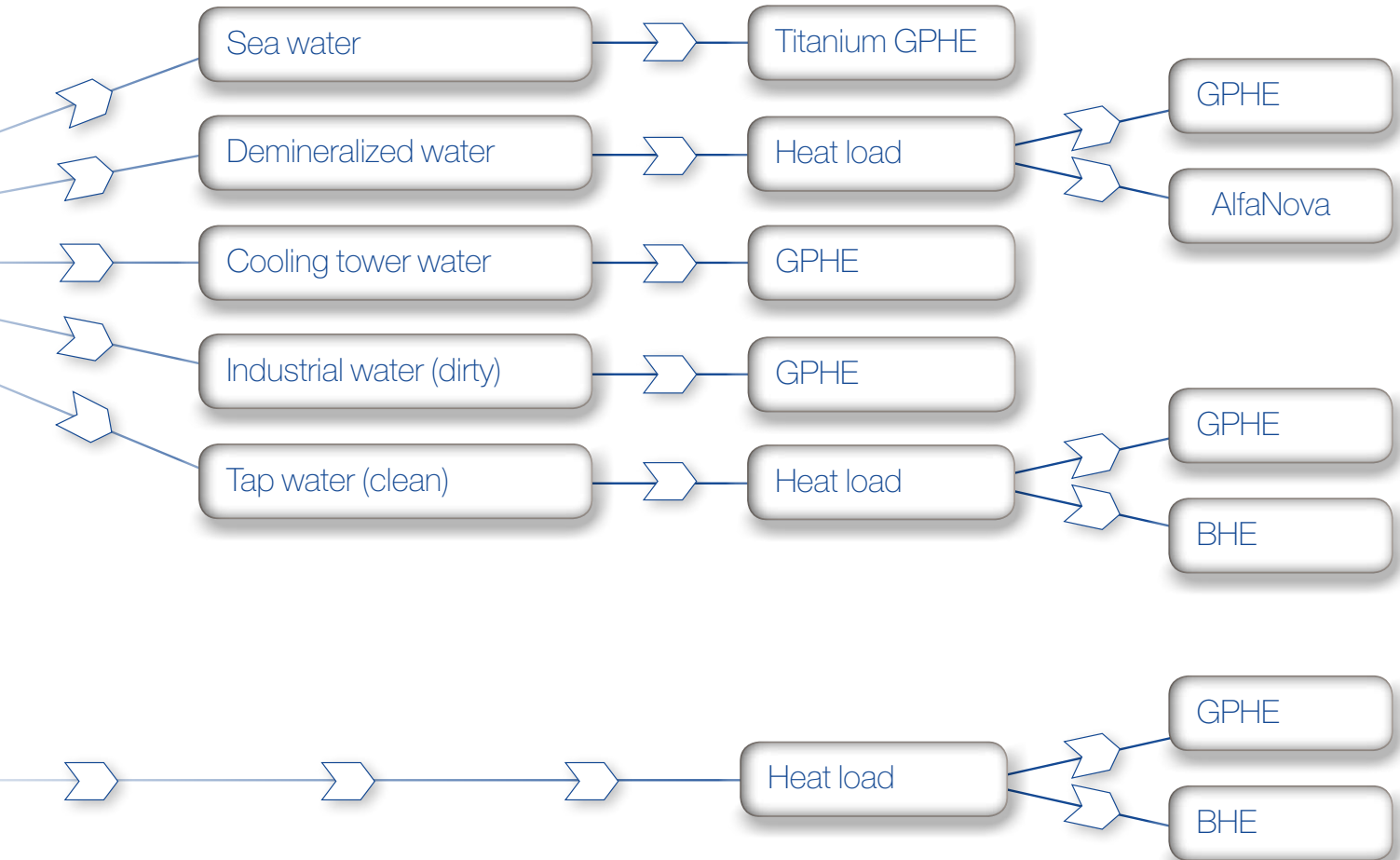


Water



Ethylene glycol

Fluid Power





Quality products

Beating the competition

Some things can be copied. Quality and continuous innovation can't. These are just some of the reasons our products **outperform** the competition.

Alfa Laval GPHEs

VS competitor GPHEs:

- High quality.
- Global presence.
- Local presence.
- Global production and deliveries.
- Market leader.
- More than a century of experience.
- Wide selection of material - gaskets.
- "Roof top" gaskets for perfect sealing.
- Tightening bolts with bearing boxes for easy opening and service.
- Stud bolts and linings included for flange connections.
- A roller construction on the pressure plate is added for units with a port size of 150mm and higher.

Alfa Laval's BHEs (DOC and CB ranges)

VS competitor BHEs:

- High efficiency.
- State of the art products.
- Dedicated product range.
- Connections adapted to the application and regions.
- Easy installation.
- Extensive product portfolio.
- Global supply – local production and warehouses.

Alfa Laval heat exchangers

VS fan coolers:

- Less sensitive to ambient temperatures.
- Greater performance due to less fluctuating outer circumstance.
- Lower service costs through minimum fan maintenance.
- More robust.
- More accurate.

Alfa Laval heat exchangers

VS shell-and-tube heat exchangers:

- 60% smaller and lighter.
- Low hold-up volumes allowing much more accurate temperature control.
- Plate heat exchangers consume up to 60% less cooling water.
- Up to five times higher heat transfer capacity.
- Self-cleaning, due to high liquid turbulence across transfer surfaces.
- Lower maintenance and operating costs, ensure better long-term economy.
- High reliability, long service lifetime.



Quality products

Objection handler

This section gives you the arguments you need to handle the most common criticisms/objections.

> **Not suitable for dirty environments**

Not true. Brazed plate heat exchangers, both CB and DOC range, have a turbulent flow which means they are self cleaning. Gasketed plate heat exchangers are a much better choice for dirty environments. They are easier to maintain and remain efficient throughout their lifetime.

> **Cannot handle high pressures or temperatures**

Not true. Shell-and-tubes may operate at a higher temperature than a standard plate heat exchanger, but there is no need for extremely high temperatures and pressures in hydraulic applications. If high pressure and temperatures are needed we have a range of brazed units that can handle this.

> Too high pressure drop

Not true. We can easily adjust the pressure drop to the limits of the system. Sometimes we advise companies to increase pressure drop to secure the self cleaning effect and reduce maintenance costs.

> Too expensive

Not true. When customers look at competing products they think about temperature and heat load rather than heat transfer area or k-values. By offering the right technical advice we can demonstrate the difference in quality and performance, ease of installation, less service and longer life, all making our units cheaper in the long run. Customers also appreciate our expertise.

> Less robust

Not true. Actually it's the other way around, a plate will not degrade over time, while a shell-and-tube will build up fouling/scaling, which reduces performance and increases pressure drop. Our gasketed and brazed plate heat exchangers keep promised performance over time due to high turbulence and self cleaning. The dirtier the working environment the more this is true.

> Harder to standardize, needs to be customized to requirements

Not true. Our larger, more flexible portfolio gives you the possibility to either customize to any specific requirement or standardize it without over-dimensioning, which is what happens with shell-and-tubes.

Quality service



70 years of **experience** in heat transfer technology available to you 24/7.
Peace of mind for the entire service lifetime of equipment you sell.

Hello high performance. Goodbye worries.

Proper equipment operation and maintenance ensures more uptime. That means less hassle, longer equipment service life, lower total cost of ownership and greater profitability.

Use Alfa Laval Parts and Service and give your customers complete peace of mind for the entire service lifetime of their equipment.

Our application support personnel are on hand to answer any complex questions you face.

Exactly the services you need

Together we can offer a comprehensive portfolio of parts and services to keep equipment in top working condition:

- Quality spare parts delivery
- Reconditioning at an authorized service centre
- Onsite services together with your personnel
- Performance agreements
- Exclusive stock stored for your sole use
- Upgrade solutions to improve performance
- Consulting services
- Training

Quality partnership



Our **World-class partner program** is dedicated to supporting you.

Whatever you need...

Hello winners. Goodbye missed sales.

Alfa Laval offers you more. More quality in our products, more value for service agreements, from more places; and more of the tools you need to succeed as an Alfa Laval partner.

That means calculation tools that show how to get optimum performance from a specific system, 24/7 support from technical experts, a comprehensive selection of marketing materials and the widest range of proof points.

All with the aim of boosting partner sales, and conquering the competition.

Sales Toolbox

Our **sales toolbox** is filled with everything you need to make a big impression with our compact heat exchangers. From online selection guides to point of sales material, you'll find the materials to help you successfully sell our products. Want more? Contact your local Alfa Laval representative to get the sales promotion material you need.

Tools for you & your customers

Say hello. And goodbye.

The Fluid Power communication concept builds on saying **Hello** to what you need, and saying **Goodbye** to what you don't need.

Hello excellence.
Goodbye downtime.



Keeping hydraulic and lube oil systems cool.

Alfa Laval offers a complete portfolio of compact oil coolers specially designed to withstand the rigours of the toughest hydraulic and lube oil systems. Our compact and powerful oil coolers boost performance, optimize operations and reduce maintenance. Save up to 60% space, weight and cooling water with up to 5 times higher heat transfer capacity than coolers such as shell-and-tubes.



Scan the QR code for more information.



Dedicated oil coolers, DCC range

Brazed plate heat exchangers, CB range

Gasketed plate heat exchangers

Fusion-bonded plate heat exchangers, AlfaNova range



www.alfalaval.com

Sales Toolbox

Distributor Sales Guide



- Shows all features and unique benefits of our products, handles objections and offers arguments for successful sales.

Availability: Digital

eBusiness portal



<https://ebiz.alfalaval.com>

- A portal dedicated to distributors. Filled with sales and promotional materials, selection software, price lists, training modules and more. You'll find everything you need for successful sales in fluid power.
- If you don't have access please contact your Alfa Laval representative.

Availability: Digital

Industry pages



www.alfalaval.com/fluidpower

- Encourage system builders and your other customers to browse our industry pages and find all the information they need about our heat exchangers and oil coolers. As well as product information we list cases and the address of our nearest distributor partner. Get your customers to visit www.alfalaval.com/fluidpower.

Availability: Digital

Tools for you & your customers

Selection software



- Enables quick calculations for non standard heat exchangers.
- Contact us to schedule a training session with you.

Availability: Digital

Selection Guide

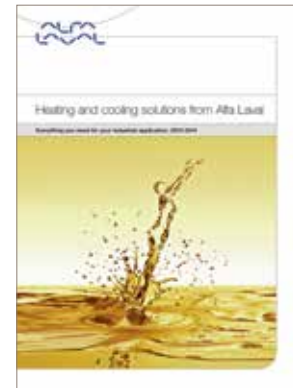


Selection Guides for Europe and US

- Selection Guide Europe and US for article-number based DOC and CB products. Helps you select the right product.

Availability: Printed and digital

Industry Handbook

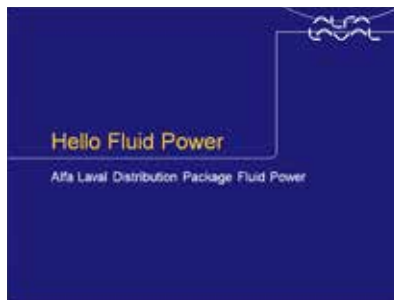


- The Industry Handbook gives you an insight into applications and products for the following industries: Fluid power, Metal working, Electrical power conversion, Semiconductor and Combined heat and power.

Availability: Printed and digital

Sales Toolbox

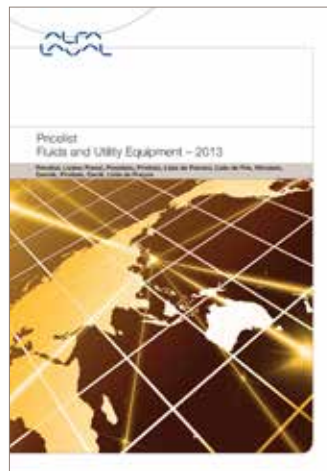
PowerPoint



- PowerPoint presentation for demonstrations and sales to customers.

Availability: Printed and digital

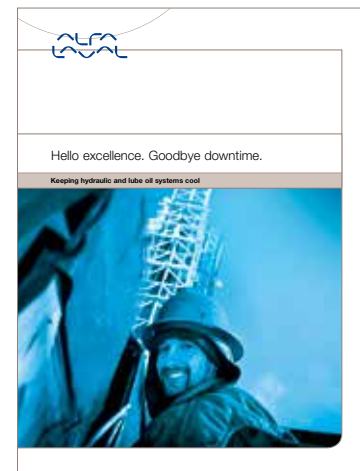
Price lists



- Price lists to easily find the price of any article in the selection chart.

Availability: Printed and digital

Application brochure

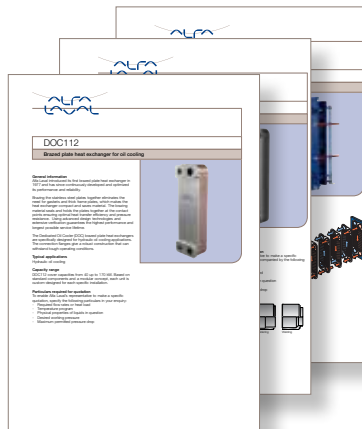


- Latest products and innovations from Alfa Laval for the Fluid Power industry in one handy brochure.
- You can choose to put your logotype and address on the brochure.

Availability: Printed and digital

Tools for you & your customers

Product leaflets



- Product leaflets give you all the factual and technical information for each different product.
- You can choose to put your logotype on the material.

Availability: Printed and digital

Advertisement



- Full page advertisement templates for use with trade press.
- You can choose to put your logotype on the material.

Availability: Printed and digital

Roll-up

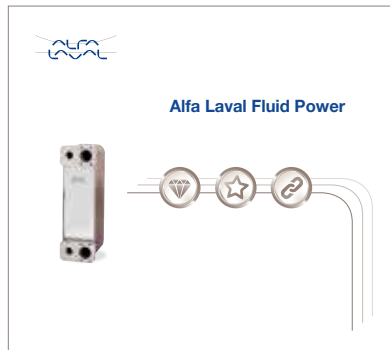


- A roll-up you can use at customer events or in your branch.
- You can choose to put your logotype on the material.

Availability: Printed and digital

Sales Toolbox

Animated presentation loop



- An animated presentation loop to use on TV-screens, computers and/or ipads.

Availability: Digital

Give-aways



- Alfa Laval will make sure your customer remembers you and the products you offer. Useful and appreciated in exhibitions, customer events, direct marketing campaigns etc.

Available for order

Direct mails



- Our direct mail campaign is an easy way to attract new customers – or ask your current customers for more business.

Availability: Digital

Tools for you & your customers

Google ads campaign



- Link your company website to our local Fluid Power websites and enjoy the benefits of our Google ads campaign. We'll drive traffic to where your contact details are, increasing sales leads for you.

Availability: Digital

Web and e-mail banners



- Add banners to promote Fluid Power and drive traffic to your company website.

Availability: Digital

“Alfa Laval represents engineering excellence, workmanship, design and history. We can also demonstrate how their heat exchangers save money as compared to those offered by other manufacturers”.

Mike Anderson, Motion Industries USA

“The brand is associated with Swedish innovation. It's known for reliability and good quality.”

Marwan Toubal, Parmab Sweden

“What is important to us is to sell a well known brand name that offers high quality at a reasonable price. That's Alfa Laval.”

Daniel Lingstädt, HBE Germany

I'm sure you have found the information in this sales guide useful, and together with the other tools we offer it helps you to even more successful sales.

If you have questions or suggestions for further improvement, please do not hesitate to contact me or your local Alfa Laval representative.

If I haven't met you already, I look forward to meeting you one day soon, to discuss how together we can help you win in your market.

Best regards,

Theo Thoen

E-mail: theo.thoen@alfalaval.com

Mobile phone: +31 6 12790758

Goodbye :)

Alfa Laval in brief

Alfa Laval is a leading global provider of specialized products and engineering solutions.

Our equipment, systems and services are dedicated to helping customers to optimize the performance of their processes. Time and time again. We help our customers to heat, cool, separate and transport products such as oil, water, chemicals, beverages, foodstuff, starch and pharmaceuticals.

Our worldwide organization works closely with customers in almost 100 countries to help them stay ahead.