Driving business together

Sales support materials and tools for channel partners from Alfa Laval Sanitary Equipment
Supporting our channel partners

The Alfa Laval brand is trusted in markets around the world. Together we give customers the confidence that their hygienic applications are in good hands. We are continuously developing promotional tools to help you, as an Alfa Laval channel partner, to drive sales and win new business. Alfa Laval can support your marketing activities with everything from promotional giveaways to complete campaigns.

These pages show a selection of what is available, but we have more to support you! Contact your local Alfa Laval sales company to discuss what you need.

Stronger together

Our materials can be co-branded, enabling you to promote your company backed with the strength of Alfa Laval. Please discuss with your local Alfa Laval office.

Partner plaques

Channel partner plaques highlight your relationship with Alfa Laval and document your knowledge and expertise with regard to our equipment. Use the plaques in materials that you produce, such as business cards and brochures, as well as in your premises.

Alfa Laval Anytime – ebiz.alfalaval.com

Alfa Laval Anytime, our eBusiness, puts our products for channel partners around the world right at your fingertips. You get all the information and functionality you need to do business with Alfa Laval, easily and successfully. Here you can also access tools and marketing materials to support you in growing sales. Alfa Laval Anytime gives you freedom, simplicity, and competitive power.

Five tips for effective use of marketing materials

1. Decide your goals
   Decide what you want the promotional materials to achieve. Awareness of the breadth of your offering? Promote a particular product? Gain presence in a specific industry area? In addition to promoting your business, marketing materials can help to raise awareness of industry issues or the benefits of particular technologies.

2. Know your audience
   Different audiences have different needs. Think about who you want to hear your message. Consider their interests and needs, and ensure you choose the right materials and the most appropriate communication media.

3. Spread your exposure
   You will get better recognition if you reach customers through a variety of media – don’t limit yourself to the tried and tested communication routes. Combining a trade press campaign with online banners and a direct mail push can make a big difference to both sales and overall awareness of your company.

4. Keep it fresh
   Alternate the materials you use in order to maintain continued interest and show the scope of your offering.

5. Follow up to drive sales
   Often, only a small percentage of your customers will respond directly to a marketing activity. However, many more will see it, and need that little extra push to get to the next step in the buying cycle and contact you. Follow up each activity with direct contact or by phone or mail.

Place your order now!

Start growing your business and capture the potential in new applications and industries. Go to: ebiz.alfalaval.com to learn more about the tools and materials offered or visit www.alfalaval.com/high or contact your local Alfa Laval office.
To do so, IFT chose Alfa Laval Unique Single Seat Valves in pasteurization. From efficient mixers, heat exchangers, and tank cleaning machines, to versatile pumps and Alfa Laval hygienic equipment combines high performance with gentle handling to preserve sensitive ingredients. From efficient mixers, heat exchangers, and tank cleaning machines, to versatile pumps and Alfa Laval hygienic equipment combines high performance with gentle handling to preserve sensitive ingredients.

The essentials for future foods

Food logic

Ensures hygienic and gentle applications, with low cost per litre of finished product. Cleaning procedures and cleaning cycle at your dairy? You can implement a plant upgrade. Alfa Laval is a leading global provider of hydraulic, filtration, and tank equipment. Available in several languages.

Case stories illustrate how Alfa Laval equipment perform, so you can show just why Alfa Laval customers are satisfied.

The hygiene level and reliability of the processing lines are held true under actual operating conditions. Alfa Laval process facilities. Alfa Laval is a leading global provider of hydraulic, filtration, and tank equipment. Available in several languages.

Technical articles in leading trade magazines highlight specific industry knowledge we possess that is needed to optimize processes.

Press releases alert your trade media to innovative new product launches and gain media coverage.

Segment brochures provide an industry view, focusing on how we can improve processes and applications. These brochures describe our offering within valves, pumps, gaskated plate heat exchanger, mixing, tank cleaning equipment as well as spare parts and service for the food, dairy, beverage, pharmaceutical, home and personal care industries. Available in several languages.

Product brochures are useful for an overview of our complete product ranges and their benefits. They show the complete lines of our equipment groups: pumps, valves and automation, heat exchangers, installation materials, filtration, and tank equipment. Available in several languages.

Press releases alert your trade media to innovative new product launches and gain media coverage.

Online catalogues

Our complete equipment offering is available online. You can download it, ensuring you always have access to the information you need. Visit www.alfalaval.com/high for more information.

Online product catalogue

Brochures

Our brochures give you in-depth information on key offerings in the industries where you do business.

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Online spare parts catalogue

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Films and animations
A film or animation is often the clearest way to explain how equipment works. We have high-quality films and animations to illustrate our technologies or specific offerings. Equipment and application videos, case story videos, service maintenance videos, and product animations are all available to you. Link to them on your website, use them at exhibitions, or have them running in your office.

Advertising and awareness
Alfa Laval can provide you with a wide selection of adverts, as well as banners for websites and direct mail for targeted messaging for the food, dairy, beverage, pharmaceutical, home and personal care industries.

Exhibition materials
Eye-catching promotional materials such as rollups and posters will help you to stand out at meetings, events and exhibitions, and to remain top of mind afterwards. We can also provide demo units of Alfa Laval equipment to exhibit at your stand.

Further support

Web

The Alfa Laval website provides full details of our equipment, including useful illustrations, animations, case stories, films, and more. Link to the information from your website, and enhance your customers’ awareness of your offering.

Giveaways
A wide range of high-quality giveaway items are available to you as an Alfa Laval channel partner. They are very useful in connection with exhibitions, customer events, direct marketing campaigns, etc. Make sure your customers remember you!

Alfa Laval eLearning builds competence in less time, giving a competitive advantage in a fast-changing world.

Alfa Laval commercial product presentations offer a short and concise summary of our equipments key benefits. Ideal for sales training on customer value.

Competence development

The Alfa Laval competence development programme offers an effective mix of eLearning, webinars and classroom trainings ensuring easy access and gaining competence fast. Our equipment and application classroom trainings cover all levels, from basic over advanced to specialized. We can also provide tailor-made competence development to meet your specific needs.

Ten top tips

1. Expect more
2. Food logic
3. The materials in safe foods
4. Bright ideas
5. Makers and makers
6. Proﬁling
7. Patience
8. All things equal to a stylish win
9. Keep your mind free
10. Everything you need close at hand
Alfa Laval in brief

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

Our equipment, systems, and services are dedicated to helping customers 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, foodstuffs, starch, and pharmaceuticals.

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

How to contact Alfa Laval

Up-to-date Alfa Laval contact details for all countries are always available on our website at www.alfalaval.com

Alfa Laval is a trademark registered and owned by Alfa Laval Corporate AB.