

Alfa Laval refrigeration solutions

Distributor sales guide

Dear partner,

We are excited to share with you our new distributor support programme that we have specially developed to make selling easier and smoother for you and in turn helping you increase your profits. The combination of your market expertise and our high quality products makes us a winning combination.

In this sales guide, you will find the most important product and sales tools, and see how you can benefit from our partnership. The sales benefits and unique selling points we have listed help you give solid arguments when it comes to selling our commercial refrigeration heat exchangers product range.

One part of our distribution package is an easy-to-use selection guide for our refrigeration standard range. It will help both you and your customers to easily find and select a heat exchanger. The selection guide indicates if the products are in stock, helping you optimize your logistics to serve your customers in the best possible way.

Furthermore, our eBusiness portal “Alfa Laval Anytime” at <https://ebiz.alfalaval.com> gives you access to buy our products and find everything you need for successful sales, 24/7. On www.alfalaval.com/refrigeration there is useful information about products, applications, selection tools and you can download material such as brochures and case stories.

On behalf of the Commercial Refrigeration team, we hope that you find this guide useful, and we wish you the best of luck with your sales and business development.



*Harald Hoogendoorn
Market Manager Commercial Refrigeration
Industrial Equipment Segment, Alfa Laval*



We are committed to your success. That is why we have built our partnership programme on the following values that will support your business development:

Alfa Laval is known in the industry as a premium brand renowned for quality in our products, support and services. This helps support your sales efforts and builds loyalty amongst your customers.

Your benefits:

- Strong brand with active marketing drives your business
- Get direct customer referrals from our team
- Increased business opportunities through vast established customer base

Easy to do business with

As our partner, you will have a dedicated distribution manager in your region to help you develop business opportunities.

Your benefits:

- Clear partnership structure and mutual commitment ensures profitable growth
- Clear and transparent price structure
- All stock levels, delivery times and traceability of your orders are always updated and available through our eBusiness portal “Alfa Laval Anytime”
- Selection tables and cross reference tables help you and your customers choose the right product



Most attractive product range

As our partner, you always have access to a wide competitive portfolio and the right tools that make closing deals easy. We ensure that the products you sell answer the needs and requirements of the industry.

Your benefits:

- Wide selection of heat exchangers, one-stop shop reduces the number of suppliers you need
- Choose from stock, standard products or fully-customized solutions
- Short delivery times and products adopted to your local market needs

We offer our partners continuous training and marketing programmes that support you in driving an efficient business, while offering valuable insights into your customers’ needs.

Your benefits:

- Get access to a comprehensive e-learning programme on our dedicated eBusiness portal for refrigeration
- Get all product information, certifications and specifications on the eBusiness portal
- We offer specialized training on products and applications according to your needs, at your location, our offices or “The Alfa Laval Academy”



Our world-class partner programme is dedicated to supporting you.



Simply fresh — today and tomorrow



With more than 80 years of successful heat transfer development, Alfa Laval knows what it takes to deliver energy-efficient solutions for your application.

Our brand is about performance and our goal is to deliver the best products and solutions for your job. This is why our experts are continuously working on making our products more energy efficient, simple and always available for you.

All our solutions are ready for today's challenges and the demands of tomorrow.



Other pressure vessel approvals are available upon request.



Energy efficiency

- Save energy, reduce costs
- Future proof



Expert reliability

- Application expertise
- Alfa Laval brand and quality



Simple and available

- Compatible full standard range on stock
- Easy to select and install
- Local presence and support



Energy efficiency

Energy efficiency

Alfa Laval's commercial refrigeration solutions are specially developed to deliver the highest performance and energy efficiency with simplicity and ease.

Our continuous efforts in R&D have led us to be the first to introduce a full CO₂ refrigeration range, including air and brazed plate heat exchangers. All our products are ready and suitable for natural and low GWP* refrigerants, helping you stay ahead in your business with future-proof solutions.

** Global-Warming Potential*

Save energy, reduce costs

- Complete CO₂ product range
- Optimum distribution of refrigerants
 - high COP* of entire installation
- Reduces 50–60% energy costs by using EC fans

** Coefficient of Performance*

Future proof

- Continuous investments in R&D
- State-of-the-art laboratory
- Ready and suitable for natural and low GWP refrigerants

Alfa Laval chosen for superior energy efficiency



Optigo air cooler installation in Finland
S-Market supermarket switches to CO₂ while saving substantial costs.

■ Lifecycle costs significantly reduced ■ Carbon footprint decreased



Shell-and-tube installation in Spain
Investment pays off in less than a year due to exceptional energy savings.

■ Heat recycled and reused ■ Less energy wasted



Expert reliability

Expert reliability

At Alfa Laval, we don't just develop what works, but what works for a long time. And in some cases, even a lifetime.

Alfa Laval's large global client base has proven the reliability of our refrigeration solutions and support network. And with numerous certifications from reputable international bodies, you can be assured that you're getting the best for your customers' applications.

Application expertise

- Over 80 years of expertise in heat transfer technology
- Broad application knowledge and hands-on experience

Alfa Laval brand and quality

- Large client base and more than 5 000 installations across the world
- Certified performance

Alfa Laval proves its ultimate reliability around the world



Supermarket in the UK switches to CO₂
Sainsbury pledges to switch to CO₂ fridges in all its supermarkets by 2030.

- Available, safe and proven technology
- Significant reduction in carbon footprint



Air cooler installation in Peru
Optimal climate created for sensitive agricultural produce for Sociedad Agricola Saturno.

- Chosen for perfect temperature control
- Equipment gives trouble-free operation





Quality products

Products

Today's solutions for tomorrow's demands

Our energy-efficient refrigeration solutions are developed to handle the demands of today's industries, and are also ready for the future in terms of international refrigerant and emission regulations. **These highly standardized ranges for refrigeration are classified by article numbers to facilitate easy selection and quick delivery. This ensures that you always get the right solution from one single supplier. Detailed drawings in 2D and 3D (AutoCad) and product information are also readily available to help make installation easier.**



Functionality table

The functionality table reflects the commercial refrigeration systems and their suitability for air, brazed plate and shell-and-tube heat exchangers.

| Product or function | Air heat exchangers | Shell-and-tube heat exchangers | Brazed plate heat exchangers |
|----------------------|---------------------|--------------------------------|------------------------------|
| Condenser | ● | ● | ● |
| Evaporator | ● | ● | ● |
| Liquid heater/cooler | ● | ● | ● |
| Economizer | | | ● |

Air heat exchangers

Our air heat exchangers are suitable for a broad range of applications. They are typically used in commercial cooling and supermarket applications – walk-in cold rooms, reach-in cooling and freezing cabinets. Quick delivery is ensured for our standard ranges in stock. Based on customer input and market demands, we have developed the new Optigo range for indoor use and the AlfaBlue Jr range for outdoor operations. They are designed to cover all refrigerants and include a dedicated range for CO₂ applications.

Key benefits

- Simple and straightforward installation and maintenance help save labour hours
- Simple to select and buy, saving precious time
- High quality and energy-saving solutions for lower operational and maintenance costs
- Constant innovation for optimal performance

Commercial refrigeration



Shell-and-tube heat exchangers

Optimized for HFC¹ condensation and evaporation, this unique range of shell-and-tube heat exchangers ensure efficient and reliable performance with all HFC refrigerants (also with new R407F), HFO², ammonia and propane. The range is typically used as dry expansion evaporators for air-conditioning (A/C), refrigeration process cooling, condensers, and de-superheaters (flooded evaporators for A/C).

Key benefits

- Unique design for CXP³ condensers that fits two duties (2 or 4 passes), no need to bring two units for the same installation
- Cleanable and compact solution for easy maintenance and space savings
- Simple to select and buy, saving precious time
- High quality and energy-saving solutions for lower operational and maintenance costs



Brazed plate heat exchangers

Alfa Laval is the market leader for all kinds of brazed plate heat exchangers for applications such as refrigeration, HVAC, heat pumps etc. The different types of heat exchangers support a wide variety of HFC refrigerants such as R404A and R134a, and natural refrigerants (propane, ammonia, CO₂). AXP⁴ and CBX⁵ models meet the high working pressure demands of CO₂.

Key benefits

- Real "built-in" distributor for DX⁶ Evaporator (EQ⁷) results in a smaller unit with lower investment
- 3-year performance guarantee
- Fast supply of standard range from stock or factory, less need for distributor to keep stock, with installer always having the right solutions
- One-stop shop for brazed plate heat exchangers for all refrigeration applications, including high pressure CO₂
- Simple to select and buy, saving precious time
- High quality and energy-saving solutions for lower operational and maintenance costs

¹ HFC – Hydrofluorocarbon

² HFO – Hydrofluoroolefin

³ CXP – Condenser Extra Performance

⁴ AXP – Alfa X-treme Pressure line

⁵ CBX – Copper Brazed Extreme Pressure

⁶ DX – Direct Expansion

⁷ EQ – integrated refrigerant distribution system (Equalancer system)



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.

Air heat exchangers

| Main unique selling points | Product benefits and values for distributors, wholesalers, contractors, installers and system builders | |
|--|---|---|
| | Installer / contractor / system builder | Distributor / wholesaler |
| Easy, straightforward installation (save labour hours) | <ul style="list-style-type: none">Less installation time | <ul style="list-style-type: none">Selection tables, easy to sell |
| | <ul style="list-style-type: none">Simple and straightforward installation | <ul style="list-style-type: none">Problem- and question-free (reduces selling time) |
| | <ul style="list-style-type: none">Easy-entrance expansion valve on side panelPre-cut panels for pipingReady for hot gas defrostLess refrigerant needed (less filling time)HingesPre-cut panel expansion valve adjustmentsIntegrated brackets for easy mountingWelded drain connection with no silicon neededDual discharge with one central drain | <ul style="list-style-type: none">Flexible solution, saves time spent on support and sales |
| | <ul style="list-style-type: none">Dip tray pre-mounted | <ul style="list-style-type: none">Stock space reduction |
| | <ul style="list-style-type: none">Pre-wired fansStandard EC fansEC fans with 2 speeds as standard | <ul style="list-style-type: none">Flexible solution, energy saving, saves time spent on support and sales |
| | <ul style="list-style-type: none">CO₂ range in place, one-stop shopping | <ul style="list-style-type: none">One supplier for increased stock turnover |
| | | |

Commercial refrigeration

| Main unique selling points | Product benefits and values for distributors, wholesalers, contractors, installers and system builders | |
|---|---|--|
| | Installer / contractor / system builder | Distributor / wholesaler |
| Easy selection and purchase (save labour hours) | <ul style="list-style-type: none">Pick and choose | <ul style="list-style-type: none">Saves time spent on sales |
| | <ul style="list-style-type: none">Availability and accessibility | <ul style="list-style-type: none">Stock turnover |
| | <ul style="list-style-type: none">Partner network in your region | <ul style="list-style-type: none">The Alfa Laval brand value |
| | <ul style="list-style-type: none">Industry portal on www.alfalaval.com/refrigeration with selection tools, saves time spent on support and sales | <ul style="list-style-type: none">All options available |

| Main unique selling points | Product benefits and values for distributors, wholesalers, contractors, installers and system builders | |
|---|--|---|
| | Installer / contractor / system builder | Distributor / wholesaler |
| Simple, straightforward maintenance (save labour hours) | <ul style="list-style-type: none">Units are easy to openDefrost element removalFor easy cleaning, diptray can be folded down or removedInternal diptray slope optimized | <ul style="list-style-type: none">Saves time spent on support |

| Main unique selling points | Product benefits and values for distributors, wholesalers, contractors, installers and system builders | |
|--|---|---|
| | Installer / contractor / system builder | Distributor / wholesaler |
| Quality and innovation (good return on investment for peace of mind) | <ul style="list-style-type: none">Product quality | <ul style="list-style-type: none">Limited risk, limited claims save time spent on support and sales |
| | <ul style="list-style-type: none">Problem-free | <ul style="list-style-type: none">Guarantee 2 years standard, saves time spent on support and sales |
| | <ul style="list-style-type: none">Unique distribution part (performance)CO₂ range tested and filled with nitrogenEpoxy powder coatingExtra protection available (cataphoresys, epoxy coating)Electrical wiring mounted and installedFrame in anticorrosive materialOptimized defrost capacityEurovent certified (performance) | <ul style="list-style-type: none">Limited risk, limited claims save time spent on support and sales |
| | <ul style="list-style-type: none">Slim (compact) overall dimensions | <ul style="list-style-type: none">Saves stock space |
| | <ul style="list-style-type: none">Package reinforced (easy to transport) | <ul style="list-style-type: none">Stackable, saves stock space |
| | <ul style="list-style-type: none">ErP 2015 Directive ready | <ul style="list-style-type: none">Lastest technolgy |
| | <ul style="list-style-type: none">Guarantee 2 years standard | <ul style="list-style-type: none">The Alfa Laval brand value |
| | <ul style="list-style-type: none">The Alfa Laval brand value | <ul style="list-style-type: none">Easy to sell |
| | | |
| | | |
| | | |



Quality products

Brazed plate heat exchangers

| Main unique selling points | Product benefits and values for distributors, wholesalers, contractors, installers and system builders | |
|---|---|---|
| | Installer / contractor / system builder | Distributor / wholesaler |
| Easy, straightforward installation (save labour hours) | • Less installation time | • Selection tables, easy to sell |
| | • Simple and straightforward installation | • Problem- and question-free (reduces selling time) |
| | • Compact solution | • Multifunctional product, easy to sell |
| | • Real "built-in" distributor for DX ¹ Evaporator (EQ ²) results in a smaller unit with lower investment | • Flexible solution and short delivery time |
| | • Options such as insulation, feet or connections available | |
| | • Stock availability in factory | |
| | • One-stop shop (Brazed plate, fusion bonded – AlfaNova and all other Alfa Laval heat exchangers) | |
| | • Standard stock range | • Easy to sell and support |
| | • Add-on insulation jacket after installation work to prevent damaging insulation during welding/soldering | • Saves time spent on support |
| Simple, straightforward maintenance (save labour hours) | Installer / contractor / system builder | Distributor / wholesaler |
| | • Robust construction with self-cleaning effect | • Saves time spent on support |

¹ DX – Direct Expansion
² EQ – Integrated refrigerant distribution system (Equalancer system)

| Main unique selling points | Product benefits and values for distributors, wholesalers, contractors, installers and system builders | |
|--|---|---|
| | Installer / contractor / system builder | Distributor / wholesaler |
| Easy selection and purchase (save labour hours) | • Pick and choose | • Saves time spent on sales |
| | • Availability and accessibility | • Stock turnover |
| | • Partner network in your region | • The Alfa Laval brand value |
| | • Industry portal on www.alfalaval.com/refrigeration with selection tools, saves time spent on support and sales | • All options available |
| Quality and innovation (good return on investment for peace of mind) | Installer / contractor / system builder | Distributor / wholesaler |
| | • Product quality | • Limited risk, limited claims save time spent on support and sales |
| | • Problem-free | • Guarantee 2 years standard, saves time spent on support and sales |
| | • Dedicated product range for refrigeration | • Limited risk, limited claims save time spent on support and sales |
| | • All units tested before delivery | |
| | • Brazed plate heat exchanger range for all refrigeration applications including dedicated CO ₂ range | • Competitive product, broad product range offering |
| | • Connections adapted to applications and regions | |
| | • Robust package including instruction manual | • Saves stock space |
| | • Guarantee 2 years standard | • The Alfa Laval brand value |
| | • The Alfa Laval brand value | • Easy to sell |



Quality products

Shell-and-tube heat exchangers

| Main unique selling points | Product benefits and values for distributors, wholesalers, contractors, installers and system builders | |
|---|--|---|
| Easy, straightforward installation (save labour hours) | Installer / contractor / system builder | Distributor / wholesaler |
| | • Less installation time | • Selection tables, easy to sell |
| | • Simple and straightforward installation | • Problem- and question-free (reduces selling time) |
| | • Compact solution | • Multifunctional product, easy to sell |
| | • AutoCad drawings available | • Saves time spent on support and sales |
| | • Options such as insulation, coatings, different pipe material available | • Flexible solution, short lead time |
| Simple, straightforward maintenance (save labour hours) | • Stock availability in factory | • Saves time spent on support and sales |
| | | |
| Simple, straightforward maintenance (save labour hours) | Installer / contractor / system builder | Distributor / wholesaler |
| | • Units are easy to open | • Flexible solution saves time spent on support |

| Main unique selling points | Product benefits and values for distributors, wholesalers, contractors, installers and system builders | |
|--|---|---|
| Easy selection and purchase (save labour hours) | Installer / contractor / system builder | Distributor / wholesaler |
| | • Pick and choose | • Saves time spent on sales |
| | • Availability and accessibility | • Stock turnover |
| | • Partner network in your region | • The Alfa Laval brand value |
| | • Industry portal on www.alfalaval.com/refrigeration with selection tools, saves time spent on support and sales | • Flexible solution, saves time spent on support and sales |
| Quality and innovation (good return on investment for peace of mind) | Installer / contractor / system builder | Distributor / wholesaler |
| | • Product quality | • Limited risk, limited claims save time spent on support and sales |
| | • Problem-free | • Guarantee 2 years standard, saves time spent on support and sales |
| | • All marine and industry certificates available | • Limited risk, limited claims save time spent on support and sales |
| | • All units tested before delivery | |
| | • New small-series freshwater condensers available | • Multifunctional competitive product, easy to sell |
| | • Condenser design fits 2 duties (2 or 4 passes), no need for two units | |
| | • Energy efficiency under all conditions (flooded, dry expansion condensers) | |
| | • Robust package | • No claims, stackable, saves stock space |
| | • Guarantee 2 years standard | • The Alfa Laval brand value |
| | • The Alfa Laval brand value | • Easy to sell |



Quality products

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

> Alfa Laval brand too expensive

Not true. When customers look at competing products, they think only about the purchase price of the hardware. Alfa Laval offers much more, including a wealth of experience and reliability built into a standard product offering, available at market prices from our distributors.

By offering the right technical advice, we can demonstrate the difference in quality and performance, ease of installation, less need for maintenance and a longer lifetime, all of which add up to make our units cheaper in the long run. Customers also appreciate the expertise in our support when more is required.

> Air products too expensive

Not true. Our air products excel in quality and performance based on Eurovent conditions, lowering costs in the long run. We also cover special requests for designs that do not adhere to Eurovent conditions.

> Shell-and-tube heat exchanger products too expensive

Not true. Our decades of experience in shell-and-tube heat transfer is reflected through our dedicated refrigeration product range. We are continuously developing new products for business development or for new applications, for example our new small condensers, CXP¹. We provide a full shell-and-tube range for all refrigeration applications including marine application.

> Brazed plate heat exchangers too expensive

Not true. Our different types of heat exchangers support a wide variety of HFC²-refrigerants (R404A, R134a) and natural refrigerants (propane, ammonia, CO₂). AXP³ and CBX⁴ models meet the demand of CO₂ high working pressures. Customers thus have a one-stop shop: Brazed plate heat exchanger range for all refrigeration applications, including high pressure CO₂, standard or customized.

> Alfa Laval product range harder to standardize, needs to be customized to requirements

Not true. Our larger, broader and more flexible heat exchanger portfolio gives customers the option to select from our defined standard range (supported by the easy selection guide) or customize (based on standardized options) to any specific requirements, both without over-dimensioning.

> Alfa Laval has little experience in air products

Not true. We have over 80 years' experience of heat transfer technology and broad refrigeration application knowledge as well as hands-on experience. In 1997 we integrated Artec Alonte Italy into the Alfa Laval organization, and in the 2000s Fincoil and Helpman air products. Today we have proven and trusted solutions across numerous countries, industries and applications.

¹ CXP – Condenser Extra Performance

² HFC – Hydrofluorocarbon

³ AXP – Alfa X-treme Pressure line

⁴ CBX – Copper Brazed Extreme Pressure

⁵ GWP – Global-Warming Potential

> Alfa Laval has limited experience in new refrigerants

Not true. We have vast amounts of application knowledge and hands-on experience when it comes to the latest refrigerants such as CO₂ and R407. In fact, we are the first manufacturers to introduce a full range of CO₂ solutions to the international market, which includes customers from supermarkets, food industries and cold storage companies.

> Large installed base and customer references

True. More than 500 CO₂ refrigerant supermarkets in Europe, Asia and Oceania are using Alfa Laval equipment, as well as over 1 000 hydrocarbon and ammonia refrigerant supermarkets and cold storages around the world. Alfa Laval is continuously supporting the move towards upgrading installations using synthetic or natural refrigerants with lower GWP⁵.



Quality products

Applications

A complete range for every refrigeration application and function

Alfa Laval refrigeration products and solutions are used across industries throughout the entire value chain, such as frozen and fresh food production, preparation, storage and transportation.

Our customer base includes numerous local and international installers, contractors, system builders, OEMs, distributors and wholesalers in the commercial and industrial refrigeration markets.



Frozen food

Our range of efficient air coolers significantly improves the quality of frozen products, while at the same time minimizing the forming of ice crystals. As many of our customers have noted, fast freezing at low costs means fresher products and increased operational profitability. We offer a comprehensive range of air, shell-and-tube and brazed plate heat exchangers that ensure optimal cooling conditions and substantial savings.

Commercial refrigeration



Fresh food

Cooling is all about keeping food fresh. The design of our refrigeration range sets focus on food safety in all aspects – ensuring the right temperature for each food product without losing its nutrients and quality. At Alfa Laval, you can find an optimal solution from our comprehensive range of energy-efficient air, brazed plate and shell-and-tube heat exchangers – helping you keep your food fresh at every capacity level.



Food preparation

Ideal for working and processing rooms with high flows of activity, Alfa Laval's range of air heat exchangers provides unmatched cooling efficiency. Our range creates the optimal temperature for maximum hygiene and yet maintains a suitable working environment for food workers. Our customers from the food industry benefit from many of the most advanced technologies available, all of which are in full compliance with FDA regulations and other exceptional hygiene requirements.



Cold storage

The complete range of air heat exchangers is ideal for use in the cold storage of products such as vegetables, meat, fruit and flowers. Perfect temperature control ensures that these products have a maximum shelf life, with excellent condition, taste and quality. All our heat exchanger ranges are developed for ultimate reliability, giving you peace of mind when it comes to longer-term cold storage of perishable products.



Quality products

Product applications

Any application,
any function, any refrigerant

Top performance for every part of the value chain

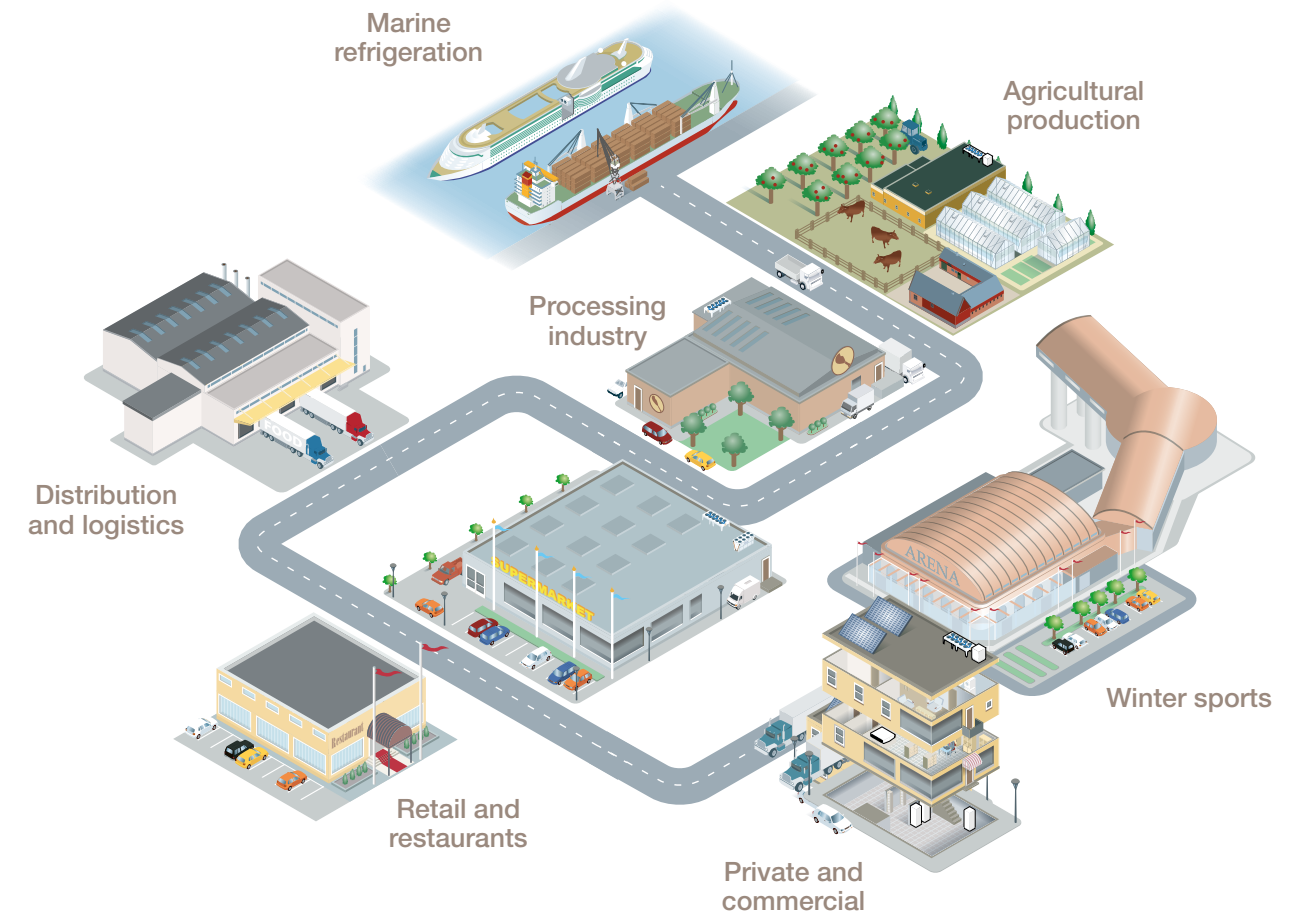
From processing factories and distribution centres, to retail outlets and winter sports complexes, we offer reliable heat exchangers that deliver energy-efficient performance, whatever the application. This range is quick and simple to purchase and install, and delivers unparalleled reliability, helping you save precious time and costs.

Alfa Laval refrigeration solutions are trusted by numerous customers across a wide range of industries. And to help you and your customer find the areas where our products can be applied to, we have created a brief overview in the following pages.

If you are interested in any other application that is not mentioned here, please contact your local Alfa Laval representative.

On www.alfalaval.com/refrigeration you can find our product applications in an animation, optimized for tablets and smartphones.

Commercial refrigeration





Quality products

Product applications

Commercial refrigeration

Agricultural production

Farmers and producers of perishables such as fruit and vegetables need high-quality cooling to keep their products fresh over time. Alfa Laval offers a specific range of heat exchangers for maintaining the quality of goods stored in cold rooms.

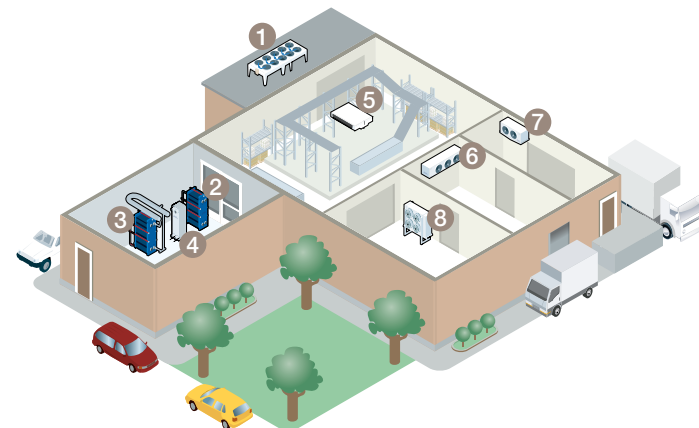
1. Air-cooled condenser / dry cooler / CO₂ air gas cooler
2. Air cooler – single discharge
3. Chiller with brazed plate heat exchanger and shell-and-tube heat exchanger



Processing industry

Important in all refrigeration chains is the processing of raw material into a finished quality product, ready for sale. This example is a chicken factory where Alfa Laval refrigeration equipment ensures a final product of the highest quality.

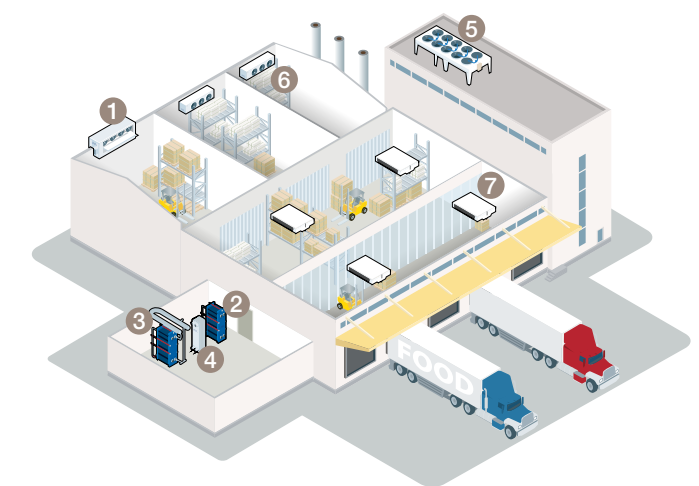
1. Air-cooled condenser / dry cooler
2. Semi-welded plate heat exchanger
3. Ammonia liquid separator
4. Fusion-bonded plate heat exchanger
5. Air cooler – dual discharge
6. Air cooler – single discharge
7. Air cooler – single discharge
8. Shock air cooler



Distribution and logistics

Once processed, food needs to be stored in cold rooms before being shipped to consumers. These large storage facilities depend on energy-efficient, reliable refrigeration systems. The cooling and freezing duties are varied and demanding, and many different heat transfer solutions are required. Alfa Laval supplies all of them.

1. Insulated cooler
2. Semi-welded plate heat exchanger
3. Ammonia liquid separator
4. Fusion-bonded plate heat exchanger
5. Air-cooled condenser / dry cooler
6. Air cooler – single discharge
7. Air cooler – dual discharge



Retail

Refrigeration is a major concern when food arrives in retail environments like supermarkets. They are usually air-conditioned and food here is stored in cold rooms. Supermarkets use reach-in and walk-in cold counters where fresh and frozen food is exposed in a safe, temperature-controlled way.

1. Air-cooled condenser / dry cooler / CO₂ air gas cooler
2. Air cooler – single discharge
3. Air cooler – dual discharge
4. Air cooler – single discharge
5. Chiller with brazed plate heat exchanger and shell-and-tube heat exchanger





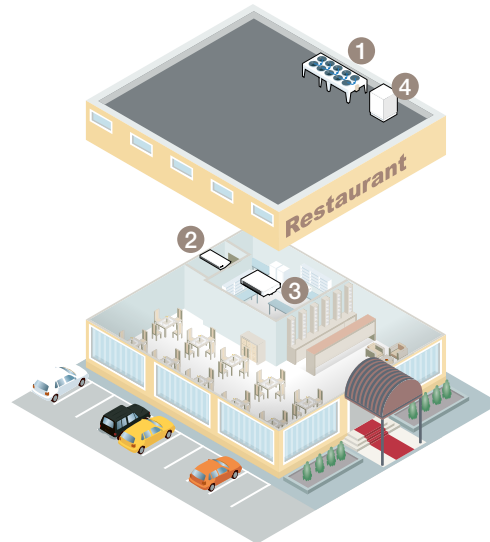
Quality products

Product applications

Restaurants

Food has to be kept at its freshest when it comes to restaurants and dining venues. Alfa Laval provides air-conditioning and refrigeration solutions in the dining area, cold rooms, storage, freezers and display counters.

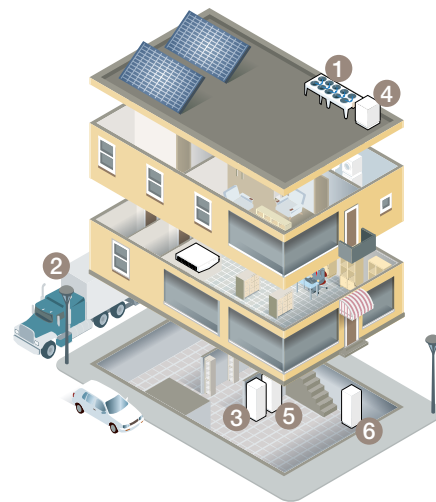
1. Air-cooled condenser / dry cooler / CO₂ air gas cooler
2. Air cooler – single discharge
3. Air cooler – dual discharge
4. Chiller with brazed plate heat exchanger and shell-and-tube heat exchanger



Private and commercial use

Alfa Laval's wide range of heat exchangers is found in numerous residential and commercial climate applications – including air-conditioning (chillers), tap-water heating (boiler/solar), heat pumps and transport refrigeration.

1. Air heat exchanger
2. Brazed plate heat exchanger (transport cooling)
3. Brazed plate heat exchanger (boiler)
4. Chiller with brazed plate heat exchanger and shell-and-tube heat exchanger
5. Brazed plate heat exchanger (heat pump)
6. Brazed plate heat exchanger (solar system)

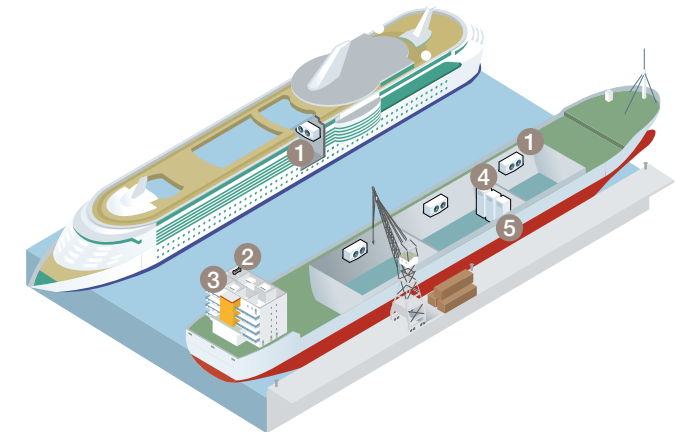


Commercial refrigeration

Marine refrigeration

Life on a ship requires air-conditioning. Cold storage for food is equally important. Alfa Laval can supply all the components needed for refrigeration and air-conditioning systems – including evaporators and condensers, air coolers and plate heat exchangers. They can be installed on cargo ships, cruise ships, ferries, yachts and navy ships.

1. Air cooler – single discharge
2. Shell-and-tube condenser (fresh/seawater)
3. Shell-and-tube heat evaporator
4. Brazed plate heat exchanger
5. Shell-and-tube heat exchanger



Winter sports

Winter sports arenas are used for all types of events, around the year. Alfa Laval offers a complete range of climate equipment to create the best ice for hockey, the best climate for concerts, the best comfort for horse show jumping, and the best snow for indoor skiing.

1. Air cooler – single discharge
2. Semi-welded plate heat exchanger
3. Ammonia liquid separator
4. Fusion-bonded plate heat exchanger
5. Brazed plate heat exchanger
6. Air-cooled condenser / dry cooler





Simple and available

Simple and available

Simplicity and availability are at the heart of Alfa Laval's refrigeration solutions. We work round the clock to ensure that our support is always available to you, from selection and purchase to installation and service. No matter which country, whatever the technical challenge, our complete portfolio of heat exchangers for refrigeration is always easily accessible.

Local presence and support

- Quick and reliable access to all products and spare parts through partner distribution network
- We speak your language – whichever country, whatever technical challenge

Compatible full range

- Products developed and approved for CO₂ applications, facilitates system design
- All CO₂ products are dry-tested in nitrogen chamber to guarantee top quality without any liquid remaining in the units

Easy to select and install

- Standard range available from stock
- Designed for easy and fast installation
- Selection tools for installers and partners

Proving our 24/7 availability wherever our partners and customers are



AlfaCubic air coolers installed in Norway
Preserves precious crops at Svalbard Global Seed Vault.

- Four AlfaCubic units to freeze millions of seeds
- Round-the-clock support and reliability



Brazed plate heat exchanger installation in Denmark
Integrated part of sustainable refrigeration system.

- Short delivery time and easy availability
- Customized for greater energy savings





Simple and available

Pick the liquid heat exchanger to match your needs

The choice of heat exchangers for refrigeration is determined by various parameters.

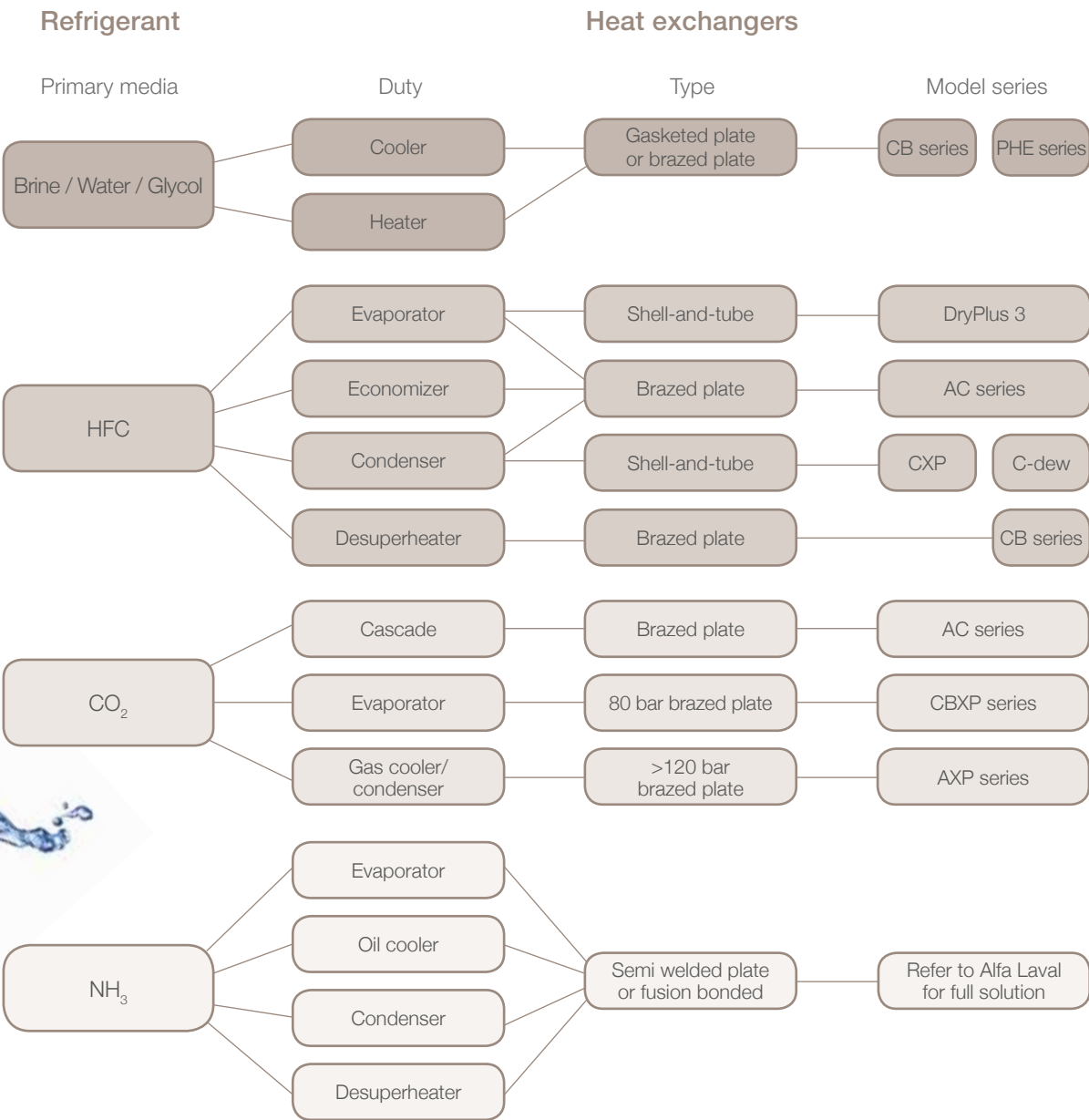
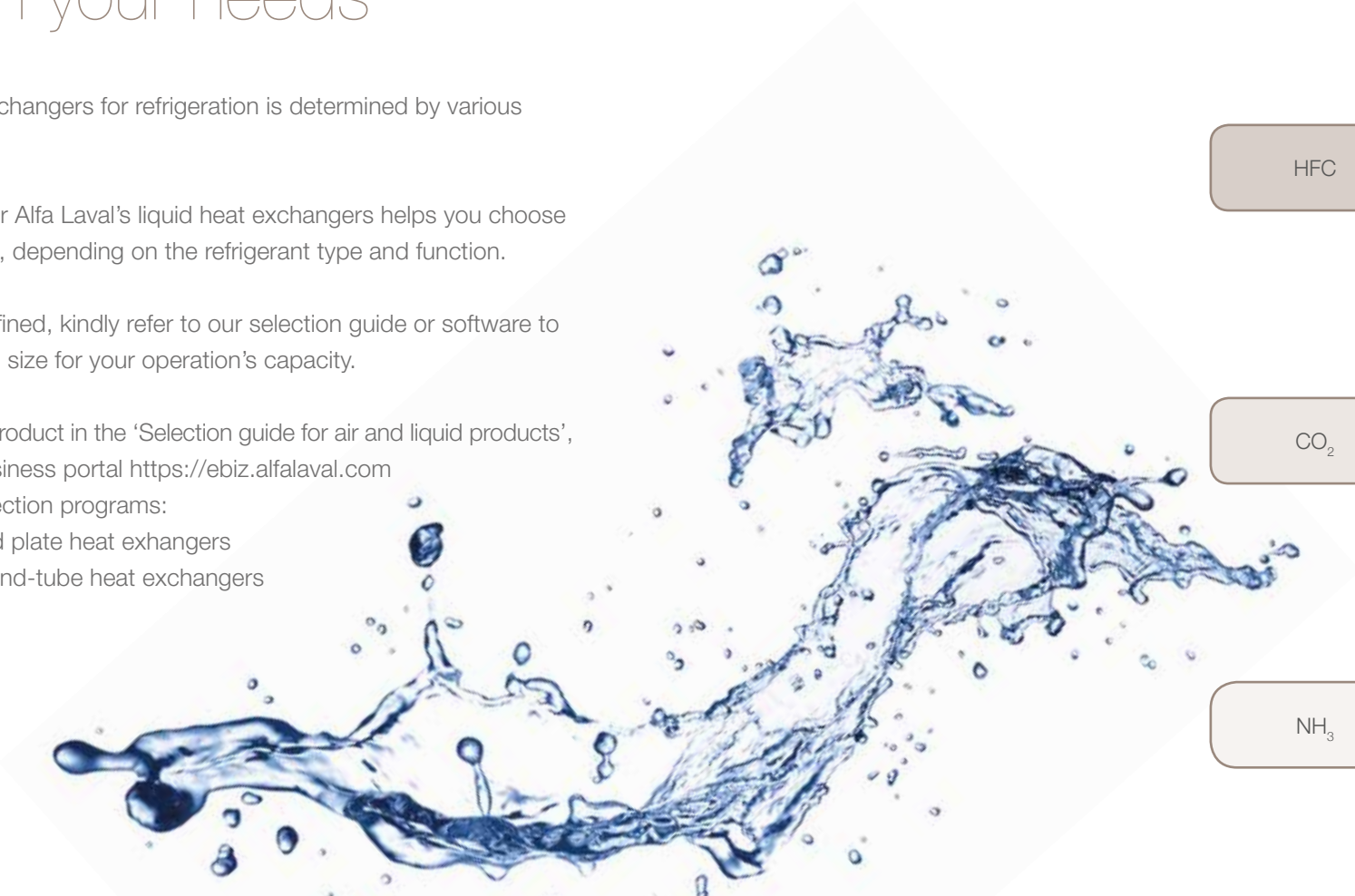
The following guide for Alfa Laval's liquid heat exchangers helps you choose the ideal model series, depending on the refrigerant type and function.

Once the model is defined, kindly refer to our selection guide or software to select the optimal unit size for your operation's capacity.

If you don't find your product in the 'Selection guide for air and liquid products', please go to our eBusiness portal <https://ebiz.alfalaval.com>

and use following selection programs:

- AlfaSelect for brazed plate heat exchangers
- smarTube for shell-and-tube heat exchangers





Simple and available

Pick the air heat exchanger to match your needs

The choice of heat exchangers for refrigeration is determined by various parameters.

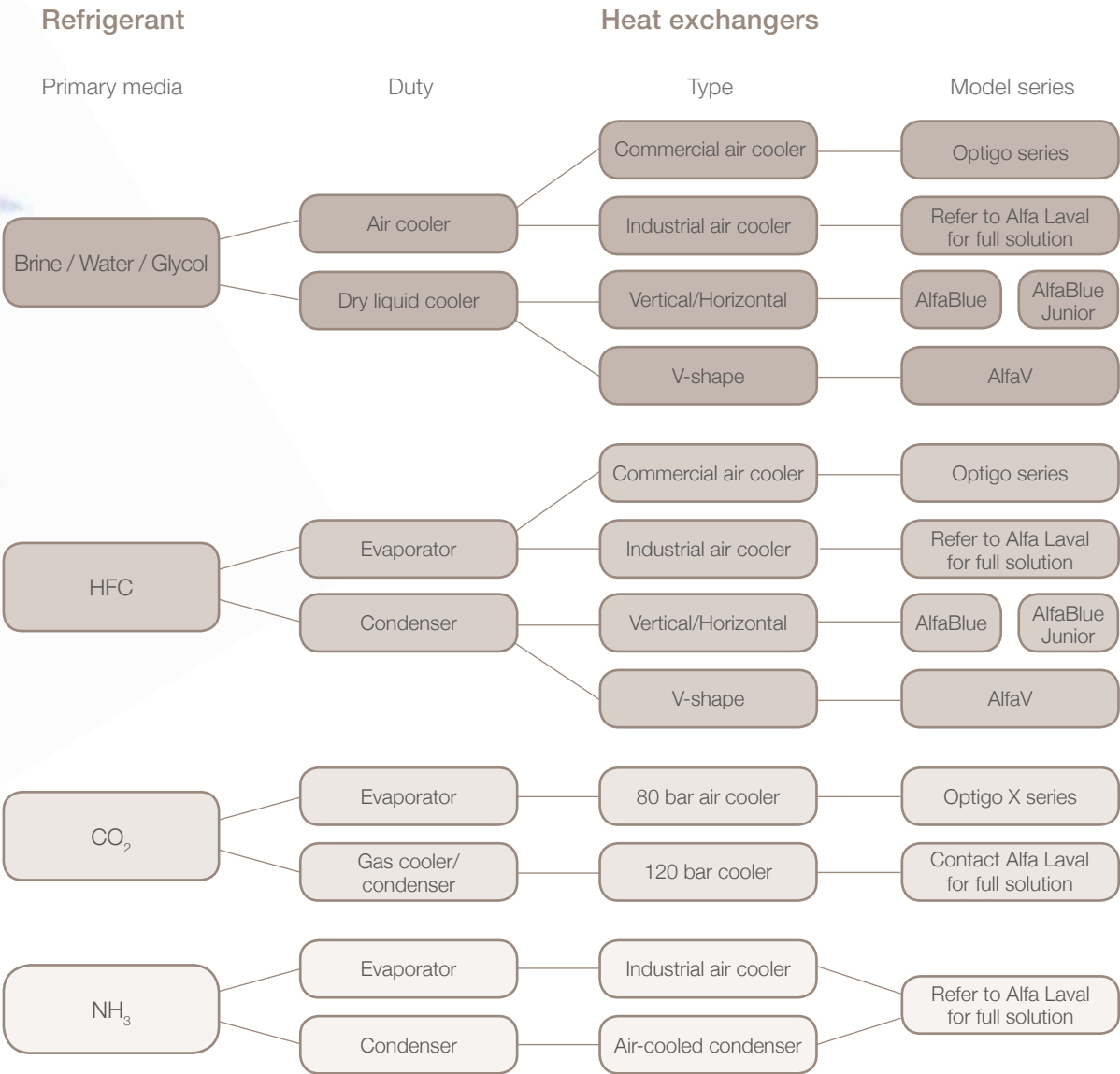
The following guide for Alfa Laval's air heat exchangers helps you choose the ideal model series, depending on the refrigerant type and function.

Once the model is defined, kindly refer to our selection guide or software to select the optimal unit size for your operation's capacity.

If you don't find your product in the 'Selection guide for air and liquid products', please go to our eBusiness portal <https://ebiz.alfalaval.com>

and use following selection programs:

- AlfaSelect for air heat exchangers
- HelpmanSelect and FincoilSelect for air heat exchangers





Quality service

Quality service



Quality partnership

Alfa Laval Anytime

Exactly the services you need

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 give your customers complete peace of mind for the entire service lifetime of their equipment. Thanks to our application knowledge we are able to support you with any complex questions you face.

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

- Quality spare parts delivery
- Exclusive stock stored for your sole use
- Online information on www.alfalaval.com/service-and-support
- Fast delivery of spare parts

Alfa Laval Anytime – our eBusiness portal for you

A matter of ease, control and increased sales!

Stay in control

By using Alfa Laval Anytime you are able to give your customers immediate answers regarding delivery time, stock status, price, order tracing etc. Thanks to this tool you maintain control all along the delivery chain and serve your customers with relevant information 24/7. You can also view your previous transactions and forward relevant information to customers.

Split-second order processing

From your fingertips, your order will reach the factory in seconds and the order processing can start immediately after that. This saves time that is valuable to you, since delivery time is a crucial competitive factor.

Configuration and one-stop shopping

Alfa Laval Anytime offers you the opportunity to order article number-based products and configured items during the same purchase session on the web. It also includes an easily operated configuration tool.

Not connected yet? Please contact your local Alfa Laval representative to make sure you don't miss any business opportunities and to always be up-to-date with our products and solutions. <https://ebiz.alfalaval.com>



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 what you need to help you successfully sell our products.

Want more? Contact your local Alfa Laval representative to get the sales promotion material you need.

Simply fresh today and tomorrow

Our distribution support concept for refrigeration focuses on providing you with all the material and help you need to deliver the best solutions to your customers, helping them keep their food fresh today, and tomorrow.



Distributor sales guide



- Shows all features and unique benefits of our products, handles objections and offers arguments for successful sales.
- A comprehensive guide for you and your entire team.

Availability: Printed and digital

Application brochure



- Our guide for installers – filled with latest products and innovations for the refrigeration industry – in one handy brochure.
- You can choose to include your logotype and address on the brochure.

Availability: Printed and digital

Brochures and documentations



- Product family brochures for heat exchangers in the refrigeration industry.
- Product leaflets give your customers all the factual and technical information.
- You can choose to include your logotype on the brochures and leaflets.
- Please contact your local Alfa Laval representative if you need product images for your catalogues or campaigns.

Availability: Printed and digital

Price lists



- Easy-to-find prices for all articles from the selection guide for air and liquid products.
- You can also find other refrigeration products that are not included in the selection guide but available for order.

Availability: Printed and digital

eBusiness portal

<https://ebiz.alfalaval.com>



- Our portal dedicated to partners – Alfa Laval Anytime – is filled with all information you need including sales and promotional material and training modules.
- In the eBusiness portal, you have access to both AlfaSelect air, HelpmanSelect, FincoilSelect, as well as smarTube for shell-and-tube heat exchangers to enable quick calculations for non-article number-based heat exchangers.
- The Alfa Laval Match Maker helps to select the perfect match between application and refrigeration solutions.

Availability: Digital

Selection guide



- Easy and quick selection guide for all article number-based stocked heat exchangers for the refrigeration industry.
- Includes air, brazed plate and shell-and-tube heat exchangers.

Availability: Printed and digital

Refrigeration industry portal
www.alfalaval.com/refrigeration



- Encourage installers and your other customers to browse our industry pages and find all the information they need about our commercial refrigeration solutions.
- Along with product information, you can download brochures, selection guides and case stories. The portal also helps promote the address of our nearest distributor partner.

Availability: Digital

Case stories



- We have a collection of case stories that explain and illustrate how Alfa Laval, together with customers, has co-operated to deliver the best solution for different applications.
- Use case stories to share knowledge and expertise with your customers.

Availability: Printed and digital

near – Newsletter for the refrigeration industry



- Published twice a year, both as printed newsletter and in digital format as direct mail.
- Focuses on innovative refrigeration and air-conditioning technologies, case stories and industry and product news.
- near Refrigeration is available for you to distribute to your customers so as to always keep them updated.

Availability: Printed and digital

Press releases



- Use press releases from Alfa Laval for informing your customers and the market about new products and other news.
- Benefit from being visible in trade magazines and local newspapers.
- Drive traffic to your branches with interesting news from your company.
- You can choose to include your logotype on the material.

Availability: Digital

Direct mails



- To inform about your offers from Alfa Laval there are different direct mail campaigns available for you to easily use and send out to your customers.
- Direct mails are an easy way for you to attract new customers – or ask your current customers for more business.
- You can also use the Reseller tool to reach your customers. Your local Alfa Laval representative will be happy to help you get started with this value-adding tool.

Availability: Printed and digital

Training, sales and product presentations



- PowerPoint presentations for training, demonstrations and sales to customers.
- You can choose to include your logotype on the material.

Availability: Printed and digital

Print ads and web banners



- You can use our full-page advertisement templates in trade press.
- Add banners to promote your offer of Alfa Laval Refrigeration and drive traffic to your company website.
- Link your company website to our local Refrigeration website and enjoy the benefits of our Google ads campaign. We'll drive traffic through your contact details and increase sales leads for you.
- You can choose to include your logotype on the material.

Availability: Printed and digital

Google ads campaign



- Link your companies website to our local refrigeration websites and enjoy the benefits of our Google ads campaign. We will drive traffic to where your contact details are, increasing sales leads for you.

Availability: Digital

In-store material for your showroom



- Eye-catching roll-ups, posters, counter signs, stickers, ceiling hangers, pop-up stands, podiums, and shelf wobblers.
- For display in your showrooms, events or exhibitions.
- You can choose to include your logotype in the material.

Availability: Printed and digital

Outdoor advertising



- Attract the attention of passersby with outdoor material for your showroom or events.
- Ask your local Alfa Laval sales representative for flags, standing signs and beach flags.
- You can choose to include your logotype in the material.

Availability: Printed and digital

Animated presentation loops



- Animated presentation loops to use on TV-screens, computers and/or iPads.
- Make a big impression and educate your customers about Alfa Laval in your showroom, during seminars, events or exhibitions.

Availability: Digital

Product demo stands



- Product demo stand for air heat exchangers and liquid products
- Demonstrate the benefits of Alfa Laval products through practical show-and-tell in-store, at exhibitions or events.

Availability: Please contact your local Alfa Laval representative.

Workwear and giveaways



- Alfa Laval will make sure your customer remembers you and the products you offer. Useful giveaways are always appreciated at exhibitions, customer events, direct marketing campaigns and in your shop.
- Grab the attention of customers in your stores and help give them the assurance of expertise and great service by letting your staff wear the Alfa Laval work attire.

Availability: Please contact your local Alfa Laval representative.

Alfa Laval Partner Academy



- We have developed distributor training programmes that are conducted centrally in Alonte (Italy) or Lund (Sweden) and also in your country.
- This gives distributors access to Alfa Laval's product knowledge, relevant applications and general industry information.
- It is also a good opportunity for our partners to give input on possible future developments.

Please contact your local Alfa Laval representative for more information.

Joint events, exhibitions and seminars



- We can also assist you in conducting events, exhibitions and seminars for your customers, helping you gain an edge through Alfa Laval's brand value, experience and expertise.

Please contact your local Alfa Laval representative for more information.





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.