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Alfa Laval launches HEXpert: an online tool for simplifying heat exchanger selection

In demanding process applications, such as those in the petrochemical and oil & gas industries, heat exchangers play a critical role. Alfa Laval has spent decades working closely with customers to better understand their challenges and match them with the right technology for their particular demands. Much of that experience is now available in HEXpert, an online tool that makes the process of selecting a heat exchanger faster and easier than ever before.

“For most of our customers in the heavy process industries, finding the right heat exchanger solution is essential,” says Christian Thomsen, President of Business Unit Welded Heat Exchangers at Alfa Laval. “Getting this right brings them very big returns in terms of reliability, sustainability and plant operating economy.”

In order to find the optimal heat transfer solution for a particular position and process application, today’s customer has a large number of factors to consider and options to weigh. That means sorting through quite a bit of information, which has resulted in an often lengthy and complicated purchase process.

“This is why we are launching the HEXpert heat exchanger selector tool,” Thomsen continues. “We have compressed the many years of experience and knowledge Alfa Laval has gathered into a structured process, and we are bringing that process to customers so they will have this information available at their fingertips.”

Five minutes to a custom recommendation

“We know you want to have as much information as possible to make sure you choose the most efficient heat exchanger for the specific duty,” says Martin Jönsson, Alfa Laval’s Head of Sales for welded heat exchangers. “Well, time is money, and the HEXpert selector will give

you a head start in the process.”

Customers enter information about their operation and heat transfer needs in an easy-to-follow, four-step process. Starting with general information about the position, followed by more specific details on design parameters and application demands, HEXpert guides the user through a series of simple questions. From start to finish – with a full and detailed product recommendation – it takes just around five minutes.

“At Alfa Laval, we’re always here to provide support for your investment, and HEXpert is just the start,” adds Jönsson. “Around the world, we have experts with product, process and application knowledge. With their experience and expertise, and the 80-plus years of Alfa Laval compact heat exchanger expertise, we secure you get the best solution.”

The benefits of a complete portfolio

Today that range of available heat exchanger technologies is truly extensive. Alfa Laval in particular is known in the industry for offering the broadest portfolio of thermal transfer equipment.

“Customers often come to ask about one type of heat exchanger, only to discover that actually, another model from our range is a better fit for their need,” explains Anne Baymont, a Product Portfolio Manager for welded heat exchangers at Alfa Laval. “Many manufacturers have one or two types of technologies, but at Alfa Laval, we want to make sure that our customer gets the best match for the duty and the particular position. This is why we have made the new HEXpert tool.”

“For the last 80 years, Alfa Laval has been developing the widest and most complete portfolio of heat exchangers for demanding process duties,” Christian Thomsen concludes. “So we have unique competencies and experience that we can share with customers. It’s how we strive to help them improve sustainability – today, and tomorrow, and every day after that.”

To learn more about HEXpert, you can view videos with Alfa Laval experts at www.alfalaval.com/media/news/2020/alfa-laval-hexpert-heat-exchanger-selection-tool.

To try out the selector tool, visit www.alfalaval.com/hexpert.

To learn more about Alfa Laval's compact welded heat exchangers, visit:

www.alfalaval.com/compabloc

www.alfalaval.com/spirals

www.alfalaval.com/duroshell

For further information, please contact:

Emelie Arvinus

Business Development Manager

Alfa Laval Welded Heat Exchangers

Phone: +46 46 36 67 80

E-mail: emelie.arvinus@alfalaval.com

Anne Baymont

Portfolio Manager

Alfa Laval Welded Heat Exchangers

Phone: +33 4 76 56 54 28

E-mail: anne.baymont@alfalaval.com

Editor's notes

About Alfa Laval

Alfa Laval is active in the areas of Energy, Food, Water and Marine, offering its expertise, products and service to a wide range of industries in some 100 countries. The company is committed to optimizing processes and creating responsible growth. We drive 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 recycling material. They contribute to enhanced energy efficiency, improved heat recovery, responsible use of natural resources, better water treatment, and reduced emissions. Thereby not only accelerating success for our customers, but also for people and our planet. Making the world better, every day. It's all about *Advancing better™*.

Alfa Laval has 17,200 employees. Annual sales in 2018 were SEK 40.7 billion (approx. EUR 4.0 billion). The company is listed on Nasdaq OMX.

www.alfalaval.com