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## New web shop gives customers faster access to Alfa Laval brazed plate heat exchangers

**The Alfa Laval product guide helps customers from a wide range of industries find the right heat transfer technology for their applications. The launch of a web shop in the United States market gives businesses shopping for a brazed plate heat exchanger even faster access to the ideal solution for their heating and cooling demands.**

“Alfa Laval understands that in today’s heat exchanger market, figuring out what type of technology can provide the highest and most efficient thermal performance for a given application is increasingly difficult,” says Victor Mazza, Head of the Energy Division in the US at Alfa Laval. “We have developed our product guide to simplify this process, so businesses can quickly find the best fit for their duty.”

The digital tool is built with an intuitive interface that prompts users to select their industry and heating or cooling application from a list of relevant options. They can then enter duty-specific parameters to narrow down results from a massive and ever-growing database of products.

“With the addition of a web shop, customers will now be able to place orders for brazed heat exchangers directly online,” adds Victor. “For businesses in need of heating and cooling equipment for critical duties, this is going to save a lot of time. It’s really a game changer.”

Customers visiting the product guide can get access to all product documentation as well as real-time expert support through a live chat with Alfa Laval engineers. The web shop adds simple ordering with a credit card and free express shipping.

The first products available in the new web shop come from Alfa Laval’s comprehensive range of brazed heat exchanger technology. The company plans to introduce other heating and cooling equipment into the shop this year.

Start exploring the web shop today >>

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**About Alfa Laval**

Alfa Laval is a leading global provider of specialized products and engineering solutions based on its key technologies of heat transfer, separation and fluid handling.

The company's equipment, systems and services are dedicated to assisting customers in optimizing the performance of their processes. The solutions help them to heat, cool, separate and transport products in industries that produce food and beverages, chemicals and petrochemicals, pharmaceuticals, starch, sugar and ethanol.

Alfa Laval's products are also used in power plants, aboard ships, oil and gas exploration, in the mechanical engineering industry, in the mining industry and for wastewater treatment, as well as for comfort climate and refrigeration applications.

Alfa Laval's worldwide organization works closely with customers in nearly 100 countries to help them stay ahead in the global arena. Alfa Laval is listed on Nasdaq OMX, and, in 2018, posted annual sales of about SEK 40.7 billion (approx. 4.0 billion Euros). The company has about 17 200 employees.

[www.alfalaval.com](http://www.alfalaval.com)