



July 2021

Alfa Laval to introduce Re-Made to matter at Circular Initiative 2021

In June of this year, Alfa Laval and Stena Recycling launched Re-Made to matter: a new business model for boosting circularity in the heat exchanger supply chain. The core of this model is an exchange programme that makes it possible to recycle old heat exchangers when upgrading to more energy efficient models. Alfa Laval will now join other industry leaders to present the solution at the third annual Circular Initiative, a business-driven event and collaborative forum organized by Stena Recycling.

The Circular Initiative was started with the conviction that businesses must be leading the change toward building a truly circular economy. As a forum for presenting new innovations, technologies and forms of cross-industry collaboration, it offers the perfect setting to introduce the Re-Made to matter programme to a broader audience.

“For entirely necessary reasons, the traditional linear business model is under a lot of pressure,” explains Mattias Nilsson, Sales & marketing Director at Stena Recycling Sweden. “The industrial sector now needs to turn things around and collaborate in a whole new way to create circular resource flows. At this year’s Circular Initiative, a number of unique examples will be presented that demonstrate just that.”

Fredrik Ekström, Vice President of the Energy Division at Alfa Laval, will be among those presenting these new solutions. He will look at the ways that Re-Made to matter offers a win-win-win for businesses, society and the environment. By offering a refund to recycle old equipment and upgrade to more modern and efficient heat exchanger technologies, the exchange programme preserves valuable metals in the supply chain while simultaneously helping customers reduce energy consumption. In this way it decreases both the demand for virgin materials and global CO₂ emissions.

“It’s an honour to be able to join some of the industry’s leading thinkers and decision makers when it comes to advancing new and collaborative circular solutions,” says Fredrik Ekström, “We have been very excited to team up with Stena Recycling on this important step toward building a more sustainable approach to sourcing material, manufacturing and supplying our products. And we are equally excited to share in greater detail how this work can help to accelerate a more circular and carbon-neutral future for our industry.”

Stena Recycling’s Circular Initiative is scheduled to be held digitally on 2nd July 2021. To learn more about the partnership and the Re-Made to matter exchange programme, visit www.alfalaval.com/remade. For information on the programme in Swedish, go to www.alfalaval.se/remade.

For further information, please contact:

Therese Tønning, Marketing Communication Manager

Business Unit Brazed & Fusion Bonded Heat Exchangers, Energy Division, Alfa Laval

Phone: +46 46 36 72 09

E-mail: therese.tonning@alfalaval.com

Editor's notes

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

Alfa Laval has 17,500 employees. Annual sales in 2019 were SEK 46.5 billion (approx. EUR 4.4 billion). The company is listed on Nasdaq OMX.

www.alfalaval.com

About Circular Initiative 2021

Circular Initiative is a business-driven event led by Stena Recycling, open to delegates by invitation only. It gathers pioneering leaders from industry, tech, business, academia, and politics. The annual event aims to initiate collaboration, highlight common goals, and support cross-company actions that will guide future sustainable and prosperous business.

circularinitiative.stenarecycling.com