



Driving business together

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

Unique Water Savings
How to achieve up to 70% savings in water consumption

By **Alan Brun,**
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Imagine saving a million litres of water or up to 70% of your annual water consumption by making minor adjustments to your dairy installation. This is what a major European dairy did by reprogramming their valve Closing-In-Place (CIP) program. Using Alfa Laval Unique Mitroproof valves (Image 1) lets you select between two cleaning operations:

- **External cleaning**, which connects an external CIP line directly to the leakage chamber.

water and CIP liquid consumption even further. This involves quick and repetitive opening and closing of the seat, rather than exposing valve surface to CIP liquid flow for a given duration time. This discovery was made at Alfa Laval's process facilities. Alfa engineers observed that, during first fractions of a second of a clean cycle, the flow of CIP liquid created a high level of shear stress on the surfaces used less water than traditional lift and seat push cleaning. To substantiate this hypothesis, Alfa Laval worked with a major dairy to verify whether the seat would hold true under actual conditions in its raw milk. The results confirmed high efficiency and a potential any

Expect more
- from heating and cooling for the pharmaceutical industry

At the heart of Dairy applications in good health

Food logic
The essentials for future foods

Alfa Laval hygienic equipment offers the right logic to meet performance with growing demand to produce safe and reliable products. From efficient mixing, heat exchangers and valves, our broad range covers everything you need and want. See how we support your process: alfalaval.com/food

Reach a higher level of profitability with Alfa Laval Equipment Audit

Let advanced built give you an overview of your equipment and detailed information about your plant's performance. It also helps you identify the areas for improvement.

Improve productivity and profitability
Comprehensive equipment, plant overall and efficiency and profitability as well as to improve a whole schedule that meets your requirements and budget.

Why you need it
Conducting an Alfa Laval Equipment Audit at your plant can help you identify areas where performance can be improved. Using comprehensive service programs from Alfa Laval or one of our partners ensures the latest, most cost-effective approach to plant maintenance. The goal: you a higher level of profitability.

Advantages of an Alfa Laval Equipment Audit

- Reduce operating, maintenance and parts inventory costs over the long term.
- Virtually eliminate the risk of breakdown due to component failure.
- Control your maintenance budget with proactive maintenance.
- Increase production efficiency.
- Improve plant profitability.

Food logic - The essentials for future foods

Contact us to find out more

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.



A dedicated channel partner area
Example, brochure cover.
Add your logo here.

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.

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.

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.

Five tips for effective use of marketing materials

You will get the most out of your marketing effort if you think about what you want to achieve and structure your marketing activities logically. Don't hesitate to contact your Alfa Laval representative if you need further help with this.

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

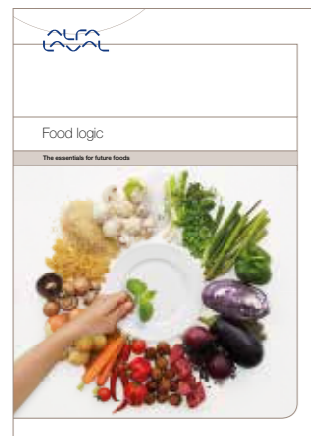
Follow up to drive sales

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.

Marketing communication packages

A well-planned combination of activities will help you achieve a big impact in your market. We can provide you with comprehensive packages that include not just sales tools, but also all the facts, figures and competence development you might need in order to boost your sales.

Whether you want to reach your potential customers through trade press, web, events or direct mail, we can ensure the right mix for optimal results. Here below are some good examples from Food logic – an initiative to support you in targeting the food industry.



Brochure



Advertisements



Web



Films and animations



Customer and case stories

Press releases

Technical articles



Poster



Direct mails to your customers



Exhibition and event activities

Materials and tools

Stories and articles

Journalistic pieces such as case stories and technical articles help to drive sales. They are a great form of publicity as they demonstrate how Alfa Laval's hygienic equipment solve customers' challenges in practice. Working with articles and case stories adds credibility to your marketing. We can provide brief or in-depth pieces that are relevant and engaging.



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



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.

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 spare parts catalogue

Online product catalogue

Brochures

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



Segment brochures provide an industry view, focusing on how we can improve processes and applications. These brochures describe our offering within valves, pumps, gasketed 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.

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.



Ads for placement in relevant trade press



Direct mail lets you reach your customers in a targeted way. Use our online tool for Alfa Laval channel partners – just upload your email list and send!

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.



Rollups



Posters

Demo products

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

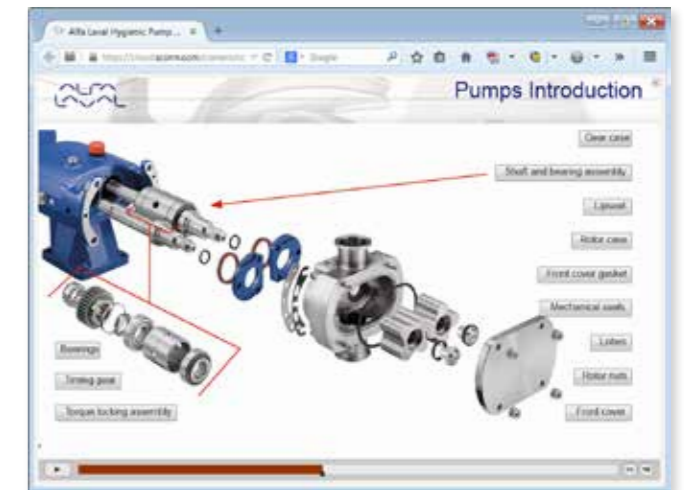
A wide range of high-quality giveaway items are available to you as an Alfa Laval channel partner. They are very useful in connection with exhibitions, customer events, direct marketing campaigns, etc. Make sure your customers remember you!



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.



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.

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, food-stuffs, 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.