

## DEAR INSTALLER: CHOOSE ENERGY-EFFICIENT CIRCULATORS NOW!

FOR YOUR OWN SAKE AND FOR YOUR CUSTOMERS' SAKE.  
FROM 2013 THEY'LL BE THE ONLY CHOICE ANYWAY.

Why not be a frontrunner for energy-efficient circulators? Your customers will love you for it. Because every time you install an A-labelled pump, you help your customer save both energy and money. With the EU Directive on energy using products (EuPs), energy-efficient circulator pumps will become the market standard from 2013. But there is no need to wait for the legislation to come into force – 2013 starts today! Because at Grundfos we're not ready, we're way ahead when it comes to energy-efficient and intelligent circulators. Join the transformation movement now. Many of your installer colleagues already have.

As a result of the global focus on energy efficiency and the drive to reduce CO<sub>2</sub> emissions, the European Union has set out a plan to restrict the sale of inefficient circulator pumps. Soon, energy-efficient circulators will not only be the most environmental and economical choice – they will be the only choice. The decision to switch domestic and industrial consumers to more energy-efficient alternatives is expected to reduce European energy consumption with around 13 TWh and 6.2 million tons of CO<sub>2</sub> every year.

From 1 January 2013, exclusively circulators that comply with these new ecodesign requirements will be allowed in the EU. All others must be withdrawn from the market. This means that some pump manufacturers will have to energy optimise their pump range, or develop a complete new product portfolio, to be EuP compliant.

### We're not ready – we're way ahead

Grundfos ALPHA2 and MAGNA circulators already met EU's ecodesign requirements years ago. Running on as little as 5W and with more than one million units sold since the market introduction in 2007, ALPHA2 has already demonstrated its worth in domestic heating applications. Proven and reliable technology and satisfied homeowners around the globe are a testament to this. The same can be said about the MAGNA for commercial buildings, which is equally reliable and uses up to 70% less energy than other standalone circulators of its size.



### You make the real difference

Being a pump expert, in many cases you have a big say in your customers' purchase decisions. Your advice influences whether your customers can enjoy the full benefits of their new pumps and reap the fruits of cost and energy savings.

In 2013, when all circulators on the market are equipped with an energy efficiency index (EEI), as part of the mandatory CE marking, they may look the same on the outside. But that's where the similarities stop. 'Real' energy savings and reduced CO<sub>2</sub> emissions are not achieved solely by an energy efficiency index. There's more to it than you think.

The difference between theory and practice lies in the way the circulator is setup and controlled in its live environment. Not many A-labelled circulators on the market today deliver the energy saving promises without a large helping hand from you to identify the optimum pump curve during setup. And because conditions and heating needs in buildings change – the optimum pump setting changes too. For instance, from day to night and from summer to winter. This means that with most circulator brands homeowners and building service personnel have to intervene and change pump settings, if the heating system is to deliver perfect comfort with minimum use of energy.

### AUTOADAPT is the answer

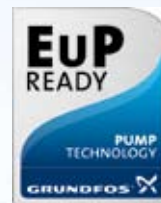
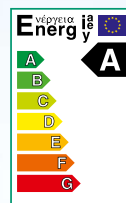
Grundfos ALPHA2 and MAGNA circulators are exceptions. One touch of the AUTOADAPT button during initial installation is all you need to do for these pumps to deliver the optimum combination of comfort and energy consumption in any heating system. From then on, your customers can enjoy years of great comfort and energy savings.

Developed and patented by Grundfos, the AUTOADAPT function offers perfect control in domestic and commercial heating systems. Extensive field testing shows that in more than 80% of all applications, the automatic AUTOADAPT setting meets all system requirements. Further that in 73% of the systems, AUTOADAPT selects a lower proportional pressure curve, because the requirement of the heating system is lower than the reference duty point – thus providing increased energy savings to the endusers. For higher comfort, AUTOADAPT may also select a higher proportional pressure curve to match the needs and demands of the individual application.

### Act now!

Grundfos ALPHA2 and MAGNA standalone circulators provide the energy and cost savings your customers expect and the easy installation you appreciate. So, do like your installer colleagues. Switch to energy-efficient circulators from Grundfos.

Check out ALPHA2, MAGNA and the intelligent AUTOADAPT on [www.poweredbygrundfos.com](http://www.poweredbygrundfos.com) – or contact your local Grundfos company for advice and assistance.



## DID YOU KNOW

### ...ABOUT THE ECODESIGN REQUIREMENTS FOR STANDALONE CIRCULATORS

- The new requirements come into force in 2013 and are further tightened in 2015
- The Energy Efficiency Index (EEI) requirement will be  $EEI \leq 0.27$  from 2013 and  $EEI \leq 0.23$  from 2015
- The current benchmark for circulators is  $EEI \leq 0.20$  and this may become the requirement when the EuP Directive is reviewed in 2017
- Compliance with the EuP Directive will be governed through mandatory CE marking

## DID YOU KNOW

### ...ABOUT THE ENERGY SAVINGS POTENTIAL FOR STANDALONE CIRCULATORS

- 13 TWh and 6.2 million tons of CO<sub>2</sub> can be saved in the EU every year
- The same as the total residential electricity consumption of 21,500,000 people
- Or all the people living in Berlin, London, Brussels, Sofia, Paris, Rome, Amsterdam, Warsaw, Copenhagen and Riga

## DID YOU KNOW

### ...ABOUT THE INTELLIGENT AUTO<sub>ADAPT</sub>

#### What does AUTO<sub>ADAPT</sub> do?

- Adapts to the requirements of the heating system before reaching the maximum pump curve
- Allows ALPHA2 and MAGNA to adjust the proportional pressure curve both up and down

#### What's in it for you?

- Easy installation
- Automatic setting
- Demand-controlled operations

#### What's in it for your customers?

- Optimum comfort
- Increased energy savings
- Reduced CO<sub>2</sub> emissions

