

## DO YOU HAVE ENOUGH ENERGY-EFFICIENT CIRCULATORS IN STOCK?

BE EuP READY AND JOIN YOUR WHOLESALER COLLEAGUES IN THE BATTLE AGAINST CLIMATE CHANGE



From 2013 the standalone circulator market in Europe will change forever. The EU Directive on energy using products (EuPs) sets radical new requirements for energy efficiency in circulator pumps. But there is no need to wait for the legislation to come into force – 2013 starts today! Already now European households and businesses can save energy and money. Because at Grundfos we're not ready, we're way ahead when it comes to energy-efficient and intelligent circulators. It's time to opt in favour of the climate and give your customers the best of the best. Many of your wholesaler colleagues have already made that choice. Join them.

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 All others must be withdrawn from the market. Manufacturers can't produce or legally sell non-compliant circulators, and you and your wholesaler colleagues can't buy non-compliant circulators or sell your stock after 2013. In practice, this means that only the most efficient A-labelled pumps on the market today will be 'in circulation' after 2013 – and that some manufacturers will have to energy optimise their products, or develop completely new products, to meet the ecodesign requirements.

### We're not ready – we're way ahead

Grundfos ALPHA2 and MAGNA circulators have been EuP ready for a long time. They already met the new ecodesign requirements years ago. The ALPHA2 runs on as little as 5W, and in 2008 it was the double winner of the Energy+ Award for best energy-efficient circulator. But it doesn't just look good on paper. With more than one million units produced and sold since the market introduction in 2007, ALPHA2 has proven its reliability and soundness in real-life applications, delivering exceptional comfort and energy savings in homes around the globe. 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.



### Make your choice now

We already have EuP ready circulators, and we already have the stock available. So join the transformation movement now and be prepared for when your customers start asking for EuP ready circulators. They soon will, because they have to. And on the date of no return, installers are likely to choose the pumps they already know about and trust.

### Much more than just an index

All circulator brands must comply with the energy efficiency index (EEI) requirement from 2013. But does this mean all circulator brands are the same? Hardly! Quality and reliability still matter. What's more, 'real' energy savings and reduced CO<sub>2</sub> emissions are not achieved solely by the introduction of a mandatory energy efficiency index.

The all-important factor is the circulator's ability to automatically adjust its setting according to demand and find the optimum combination of comfort and energy consumption in its live environment. Only a minority of A-labelled circulators on the market today deliver the EEI's energy saving promises without a large helping hand from the installer during setup and periodic, manual intervention by the enduser during operation.

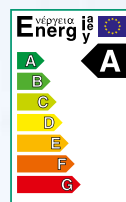
### AUTO<sub>ADAPT</sub> makes all the difference

Grundfos ALPHA2 and MAGNA circulators are exceptions. They offer complete automatic control of domestic and commercial heating systems by means of the ingenious AUTO<sub>ADAPT</sub>. It automatically delivers perfect comfort at the lowest possible energy level. Always! One touch of the AUTO<sub>ADAPT</sub> button during initial installation is all it takes.

### Act now!

Grundfos ALPHA2 and MAGNA standalone circulators ensure that your products conform with the EuP Directive and deliver the expected energy savings. So, do like your wholesaler colleagues. Switch to energy-efficient circulators from Grundfos.

Check out ALPHA2, MAGNA and the intelligent AUTO<sub>ADAPT</sub> 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 the installer?

- Easy installation
- Automatic setting
- Demand-controlled operations

#### What's in it for the enduser?

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

