



SAVE ENERGY AND MONEY NOW

CHANGING TO A MORE ENERGY-EFFICIENT HEATING CIRCULATOR PUMP CAN CUT 10% OFF THE AVERAGE HOUSEHOLD'S ANNUAL ELECTRICITY BILL AND REDUCE GLOBAL WARMING



Home appliances such as fridges and freezers use a lot of energy. Everyone knows that. Everyone also knows it's wise to choose A-labelled electrical appliances to help save the environment and improve the household economy. But not many people realise that the biggest culprit – the real energy consumer in the house – is in fact hidden in the utility room or in the basement: The heating circulator pump. In most homes it sits unnoticed for years on end, wasting both energy and money. With an energy-efficient, A-labelled pump the average household can cut 10% off the annual electricity bill and reduce CO₂ emissions at the same time.

Make a wise choice now

New EU legislation shall help European households spend less on electricity and reduce the environmental impact. From 1 January 2013 energy-efficient heating circulators will be the only choice. But there is no need to wait. Many homeowners have already switched to an energy-efficient alternative. Many more will follow in the near future!

ALPHA2: the winning combination

The Grundfos ALPHA2 is one of the best and most intelligent heating circulators on the market. And it's good looking, too. Running on as little as 5W and with more than one million units sold since 2007, ALPHA2 has already delivered increased comfort and savings to homeowners around the globe. The ALPHA2 is renowned for its high quality and unmatched reliability. And, unlike most conventional circulator types, it automatically delivers the highest possible home comfort, using as little energy as possible. The secret is called AUTO_{ADAPT}.

Comfort, convenience, control

ALPHA2's intelligent AUTO_{ADAPT} function is the homeowner's autopilot. It automatically speeds up and slows down according to the varying heating needs around the home, and it always finds the perfect combination of high comfort and low energy consumption. Night and day, summer and winter, year after year. It's as easy as it gets.

Start saving energy and money

Ask the local installer for an ALPHA2 or check it out on www.poweredbygrundfos.com.



DID YOU KNOW

...ABOUT DOMESTIC HEATING CIRCULATOR PUMPS

- The small heating circulator is an invisible member of any household with central or district heating. It's used to move hot water from the heating boiler to heating devices such as radiators
- An energy-efficient, A-labelled heating circulator uses up to 80% less energy than a D-labelled one, which is the most common circulator type installed in European households

DID YOU KNOW

...ABOUT NEW EU LEGISLATION AND SAVINGS POTENTIAL

- With the EU Directive on energy using products consumers can buy only energy-efficient heating circulators from 2013
- The new energy efficiency index (EEI) requirement is implemented in the product's CE marking
- Homeowners can save energy and money already now, if they replace their old circulator with a new energy-efficient one
- In total, 13 TWh and 6.2 million tons of CO₂ 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 ALPHA2 AND THE INTELLIGENT AUTO_{ADAPT}

- Grundfos was the first to mass-produce energy-efficient heating circulators
- ALPHA2 is the winner of two Energy+ Awards for outstanding efficiency
- ALPHA2 is fully compliant with the new EU legislation and available in wholesaler and retailer outlets
- One million+ ALPHA2 pumps are already in operation around the globe
- ALPHA2 is very easy to install and operate – it's plug and pump
- The AUTO_{ADAPT} function ensures the perfect combination of maximum comfort and minimum energy consumption

