

FOR IMMEDIATE RELEASE
May 19, 2009

CONTACT: TOM PHILLIPS
17100 W. 118th Terrace
Olathe, KS 66061
Phone: 913.227.3400
Fax: 913.227.3500
www.grundfos.us

Grundfos Pumps Unveils New Generation of Circulators, With Power-Consumption Savings of up to 80% or more

Intended for residential and light-commercial hydronic applications, **ALPHA™** features the innovative **AUTOADAPT™** function that automatically and continuously adjusts circulator performance to the changing needs of the hydronic heating system.

OLATHE, KANSAS — Making its North American debut, ALPHA from Grundfos Pumps is an energy-optimized, 115-volt circulator featuring a permanent magnet motor design that will cut power consumption by a minimum of 50%, as compared with other circulators in its class. Designed for hydronic heating applications in residential and light-commercial applications, the compact ALPHA is equipped with the unique Grundfos **AUTOADAPT** function that automatically modulates circulator performance to match ever-changing system demand.



“By continuously fine-tuning power consumption and flow rates to meet the dynamic needs of the system, ALPHA saves both energy and money,” says Bob Reinmund, senior product specialist for Grundfos. “In live field tests of the product, independent contractors have experienced power savings up to 80% over conventional pumps.”

Breakthrough motor design: First used by Grundfos in Europe earlier this decade, the electronically controlled motor features a magnetized rotor, thus avoiding motor-slippage problems common to induction-type motors. The result is a dramatically more efficient motor that generates less heat and energy waste, while delivering a starting torque four times higher than a standard induction motor — a key feature should the circulator experience long periods of idleness.

No more oversized retrofits: Identifying the specific, ever-changing needs of a home heating system can be a challenging task for installers, particularly in retrofit applications. As a consequence, contractors often find it difficult to select the right pump and then to program it with the correct settings. “If the installer is not familiar with piping layout, he may decide the best way to avoid a callback is simply to oversize the pumps,” says Reinmund. “ALPHA creates a colossal opportunity to address this oversizing tendency.”

With ALPHA, the installer now has the option of activating the *AUTOADAPT* function. “The circulator will automatically find the lowest possible operating-efficiency point to meet changing system demand,” continues Reinmund. “Then it will continuously adjust that setting to achieve optimal comfort at minimal power consumption — all without direct human intervention. The pump can operate with an input as low as five watts, as compared with a minimum of 80 watts for a conventional circulator of comparable size.”

Compact design = easy installation: ALPHA is currently the most compact circulator offered by Grundfos. Rather than being attached to the circulator’s body, its sophisticated electronics are fully integrated within the motor. The resulting streamlined design simplifies installation in even the tightest of spaces. The easy-to-read LED (light-emitting diode) display in the ALPHA offers a range of unique, user-friendly features for monitoring the system:

- A large, real-time display indicates energy consumption (Watts).
- This same display will toggle every four seconds between power consumption and the flow indicator, showing the relative estimated flow rate in gallons per minute (GPM).

- A one-touch, button-type interface permits the user to toggle quickly and easily among seven different hydraulic operating modes: three fixed speeds, three levels of constant pressure, and the AUTOADAPT setting.

ALPHA offers a flow range of 0 to 21 GPM and a head range from 0 to 19 feet. It can handle fluid temperatures from 36°F to 230°F with a maximum working pressure of 150 pounds per square inch (psi).

Other standard features include:

- **Plug-and-play convenience:** The unique ALPHA Plug eliminates the need to open and wire a terminal box to create an electrical connection. A six-foot-long power cord connects the circulator to a wall outlet, with no wiring required.
- **Installer-friendly pipe connections:** The circulator's volute has a standard two-bolt flange with a built-in nut-capture feature that holds the bolt steady during tightening. Spared from having to use a second wrench to keep the bolt from slipping or turning, the installer has a free hand to hold the circulator in place.
- **Backflow prevention:** An optional check valve can be integrated into the circulator during installation to prevent backflow from occurring.
- **Two different material options:** In addition to the cast-iron and cast-iron-rotated models, the ALPHA is available with a stainless steel volute for more challenging, aggressive-water environments.

Made for America: Developed in Europe nearly a decade ago, the ALPHA is a proven technology with millions of successful, high-efficiency installations there. But rather than assuming that the ALPHA would work equally well in North America without modification, Grundfos has tested the product over the past two years in approximately 200 residential installations across the United States and Canada, including

many of the installers' own homes. Feedback from these contractors has led to important adjustments in the hydraulic design of the ALPHA "to better match the specific requirements of the North American market," says Reinmund.

"As is our custom with a new product, we did our due diligence with the ALPHA in the United States, taking two full heating seasons to be certain it would perform as well here as it has in Europe," he continues. "Our objective is to verify the ALPHA as a stable pumping platform for the North American market for many years to come."

ABOUT GRUNDFOS PUMPS:

Grundfos Pumps Corporation, part of the Grundfos Group, is a global pumps and pumping systems leader serving the residential, commercial-building and process-industry markets, as well as being a major supplier to the water-supply and water-treatment industries. Grundfos is known for advanced products, technology and brands including Alldos, Hilge, PACO Pumps, Peerless Pumps, and Yeomans Chicago Corporation. Producing over 10 million pumps each year, Grundfos strives to improve reliability and energy savings, and to exceed customer needs wherever water moves. Grundfos is focused on innovative, sustainable solutions while maintaining the highest ethical standards.

Founded in 1945 in Bjerringbro, Denmark, The Grundfos Group is a worldwide enterprise that employs more than 18,000 people in 81 countries with North American headquarters in Olathe, Kan.

For more information, visit the website at www.grundfos.us

For more information on ALPHA, visit poweredby.grundfos.com

For editorial assistance, contact John O'Reilly, c/o O'Reilly/DePalma, 32 West Nebraska Street, Suite 1C, Frankfort, Illinois 60423; tel.: 815-469-9100, extension 302; fax: 815-469-2555; E-mail: john.oreilly@oreilly-depalma.com