



# Danfoss RO Solutions Newsletter

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## Danfoss RO Solutions Newsletter

by Helle Obeling

Danfoss RO Solutions Newsletter is meant as a means for an extended communication between you and us. It is important to view the newsletter this way: Anything you find interesting, relevant and important concerning RO applications will also be of value to others. So please use Danfoss RO Solutions Newsletter as an additional channel to keep a dialog across the various countries and cultures and send us some material for this newsletter.

We need each other to get better every day!

## Exhibitions

### Everything About Water, Chennai

by Torben Osterby

From 15 to 17 March, Danfoss RO Solutions participated in the exhibition Everything About Water in Chennai, India.

Even though most of the RO market in India focuses on brackish water and thus does not need the high pressure supplied by the APP pumps, we received very positive responses at the exhibition.

Existing Indian customers praise the APP pumps for their energy efficiency and reliability.

Within the next three months we expect to establish sales to the Indian market using a local distributor already in the business.

### EDS 2007, Halkidiki

by Anders Kjaergaard

Again this year, Danfoss RO Solutions exhibited at the European Desalination Society conference hosted at Sani Resort in Halkidiki, Greece.

This year the theme was "Desalination and the environment" and Danfoss presented our full pump range for Reverse Osmosis and our new pump-units with energy recovery and double shaft electrical motors in EFF1, to save 30-40% in energy consumption.



## First USA APP Pump Installation Still Going Strong

By Gary Ford, Danfoss Inc.

One of the very first installations for the APP pump range was at a private home in the Bahamas in early 2003.

The pump was supplied from our USA operations to a Company called Reverse Osmosis of South Florida, Inc. (ROSF) in Fort Lauderdale, who undertook the upgrade of the system and the installation. ROSF was established in 1983 and is a well respected supplier of Reverse Osmosis and other water treatment systems for marine and land based applications.

The owner of ROSF, Mr. James Graham, recalls "We historically used traditional plunger type pumps but I was very interested in the design and construction of the APP pump, and although we had not used this type of pump before I was sure that the combination of materials, lack of oil lubrication, minimal noise and vibration would make this a very good solution for this application."

James approached the owner of the home where the APP was to be installed to see if they would be interested in this "new" technology and by surprise found out that the owner has worked with Danfoss components extensively in the past and was already impressed by the quality and workmanship of Danfoss products.

The pump is installed in a seawater R.O. system producing 1,800 gpd freshwater from seawater at approx 35,000 tds. The pump is used daily and has allowed the owner excess water to be used for irrigation.

"For installations on remote islands, such as in the Bahamas and Caribbean, it is key that each product we use has the highest level of reliability with minimum service requirements," says James. "The initial installation went very smoothly with only the fact that the pump has BSP ports causing us a slight problem as this is not a common thread system in the USA. Since start up we have monitored the pump at regular intervals and have had no problems or see any degradation in performance, the RO system is actually installed under the front porch of the home which is only possible since the APP pump is so quiet and smooth."

The pump has now run some estimated 14,000 hrs. The homeowner's neighbor has since upgraded to an APP pump system and ROSF now use the APP range extensively.

For further information, please see <http://www.reverse-osmosis.net> or call +1 954 585 6177



Man O War, Abaco, Bahamas



First USA APP pump installation

## Danfoss RO Solutions

By Søren Markussen

Anders Kjaergaard left Danfoss and RO Solutions as of 1 June to become CEO of the local power plant in Sonderborg. His job has been split into two positions in order to further improve the service and attention our customers deserve.

Koen Baerts has been appointed Regional Sales Manager for Europe which in effect means that Koen will have the direct responsibility for Benelux, France, Iberia, Italy, Greece, the former Yugoslavia and Austria. With the appointment of Koen Baerts RO Solutions now has four regional sales managers.

For the time being, the rest of the world will be covered from our head quarter here in Nordborg.

Here we also have employed more people. On 1 July, Charlotte Antoniussen starts as Sales Support Assistant. The idea is that Charlotte will be working on preparing offers and following up on them, a task that has grown immensely over the past 6-12 months. On top of that Charlotte will most likely also be doing a lot of the ad hoc assignments that we face.

On 1 August, Hans Christian Carstensen starts as Application Assistant. We hope that Hans Christian by time will be able to take over many of the tasks Jan Linnig has been taking care of in order to use Jan's skills on more challenging assignments but also to respond faster to repairs and break-downs.

As for myself, I am also new. I started 14 May in order to have a two-week overlap before Anders Kjaergaard left. In my position as Sales & Marketing Manager I will assume responsibility for many of Anders Kjaergaard's tasks.

During the past 6 months, RO Solutions has increased the number of employees with around 40% and this puts constraints on our more experienced employees. On top of that there have been restraints within our production capacity, which has meant and means very long lead times.

These challenges as well as our global setup demand more structure and managerial efforts in order to provide our customers with the service they can expect. Over the coming 6 months, some initiatives will be taken to give RO Solutions a more structured approach to the market. These efforts should be of great benefit to our customers and assure you a fair and reliable business relationship to our mutual benefit.

Yours Sincerely  
Søren Markussen  
Sales & Marketing Manager

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*New  
1 June*

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## New with Danfoss RO Solutions

By Søren Markussen

Dear All

I am the new face in RO Solutions where I will be working with sales & marketing as well as support to our regional sales managers. I will have direct sales responsibility for Scandinavia, and support of our organizations in the UK and Germany.

I come from a position in business development within the Danfoss heating division and have dealt with sales from a strategic point of view. My academic background is a BSc. in International Business from Copenhagen Business School as well as a Master degree in International Management from ESCP-EAP in Oxford, Madrid and Paris.

From my point of view our customers are the most important part of our business as we would not exist without our faithful customer base. I am looking forward to serving our customers to the best of my abilities and I hope we will soon overcome the problems we are facing right now.

Looking forward to co-operating with you.

Søren Markussen  
Sales & Marketing Manager

## New literature

by Helle Obeling

Below is a list of literature released within the past few months or to be released shortly. All our literature is also available on our homepage [www.ro-solutions.com](http://www.ro-solutions.com)

By Koen Baerts

Dear All

1 June I joined Danfoss RO Solutions as Regional Sales Manager for Southern Europe, France, Austria and the Benelux. Since 2002 I have held the position of Sales Engineer for the Benelux for all the segments of Danfoss High Pressure Solutions. I have been employed at Danfoss since August 1997, so I know the company and it's capabilities very well.

I am 33 years old and I hold a Masters Degree in Industrial Sciences, specialized in automation. I speak and understand Dutch, English, French and Spanish. Nothing interests me more than your applications, your systems and the people behind the ideas.

In the 1990's people in South Europe had to fill up buckets with water because at 10 pm the watertap was closed down until the morning. The desire to prevent this is what drives me to listen to you and to talk to you about our pumps and pump solutions!

I'm looking forward to meeting you all.

Koen Baerts  
Regional Sales Manager Europe

## Filter product range

By Jan Linnig

Danfoss RO Solutions now offers both filter cartridges and filter housings as part of our product range.

Proper pre-filtration is very important in RO plants to help lower maintenance costs and increase the lifetime of the APP pumps and the RO membranes.

The optimum solution is a pre-filter removing solids from the water and a final filter ensuring that the water entering the APP pumps does not damage the pumps.

The filter solution we offer provides an economic solution consisting of cost-effective 3/10/25µ nominal filters for pre-filtration and 5/10µ absolute filters for final filtration - all to be mounted in the most commonly used filter housings.

Danfoss RO Solutions offers filter cartridges that can handle flows which match the full APP product range.

Complete documentation will be available shortly.



Filter product range

Type	Title	Products	Code number	Language
Data sheet	Filter cartridges		521B0950	English
Data sheet	Filter cartridges		521B0951	French
Data sheet	Non return valves	VCM30 2½V	521B0954	English
Data sheet	Non return valves	VCM30 2½V	521B0955	French
Instruction	Piston replacement	APP21-26	521B0948	English
Instruction	Filter cartridges		521B0943	English
Instruction	Filter cartridges		521B0944	French
Parts list	Water pump	APP0.6-10.2	521B0941	English
Parts list	Water pump	APP0.6-10.2	521B0942	French

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