



Newsletter

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Danfoss RO Solutions sharpens up its visual identity profile

By Vibeke Rathmann

As previously mentioned, we have in cooperation with a communication agency the last couple of months worked on a new and sharper visual identity for Danfoss RO Solutions. The purpose of the stronger brand identity is to support our growth and to improve our position in the market.

The new visual identity covers an image brochure, product category leaflets, advertisements and new exhibition decoration materials. The website will follow the new "look" and be updated, and will go "live" in the new year!



Advertisement

Image brochure



Category leaflets
 - Marine
 - Land based
 - Mobile and containerized

Take a further look at the new materials and go to :
<http://www.danfoss.com/Solutions/Reverse+Osmosis/Literature.htm>

Danfoss APP pumps setting new standards for power consumption

By Mohd Salameh

One of the key arguments for making big central SWRO systems has always been the power consumption, and it has been a problem to make a high efficient SWRO system below the 2000 m³/h production of permeate.

But with new technologies such as the Danfoss high-pressure APP pumps whether it is for small size-group (APP0.6 to APP3.5), medium size-group (APP5.1 to APP10.2) or big size –group (APP21 to APP30), these pumps will offer new possibilities for innovative system builders and end-users.

Like Al Najdain Co., an active water treatment company in UAE for small and medium-sized SWRO plants. Recently Al Najdain has commissioned a new 750 CMD SWRO plant, containerized type, using the combination of the two most energy efficient technologies available for high-pressure feed to the membrane: the Danfoss APP pumps and the ERI PX energy recovery device.



* 750 CMD SWRO UAE. Contractor Al Najdain co

"I am pleased with Danfoss APP pumps and the possibilities that the innovative design is giving us" states Osamah Abu Zaid. "We in Al Najdain Co. are at the front testing and utilizing new technologies, and with the Danfoss APP pumps and the ERI PX energy recovery device, we have been able to cut the power consumption of the SWRO plant from 7,7 kWhr to 2,2kWhr pr. m³ of produced permeate."

"Danfoss RO Solutions is pleased to have been granted with the privilege of doing business with an innovative company like Al Najdain"; states Mohd Salameh, Middle East Regional Sales Manager of Danfoss RO Solutions.

For more information, please contact Mohd Salameh at M.Salameh@Danfoss.com

Service centres in China, The Canary Islands, UK and Greece

By H.C. Carstensen

As our business is growing rapidly RO Solutions has seen an increased demand on having more partners represented locally in different regions. Therefore we have identified highly skilled service partners with good knowledge on RO systems and placed locally.

Our partners are located in the UK, Greece, Canary Islands and China.

In the last couple of months our new service partners have been undergoing technical training at our factory in Nordborg/Denmark.

The training was very intense and focused on practical matters such as:

- Filtration
- Failure analysis
- System build-up
- Fishbone (failure detecting process)
- Products from Danfoss
- Hands-on repair/service of the pumps.

The technical service provided by our local partners will be in close cooperation with the technical support department at Danfoss RO Solutions.

We are pleased to welcome our new service partners who will provide the service for our pumps in their regions. We are confident that they are up to the task, providing an excellent technical support for our costumers.

To continue improving our local technical support for our costumers, we will expand our service network and identify more skilled and dedicated service partners within the RO market around the world.

For more information, please contact H. C. Carstensen at HCC@danfoss.com

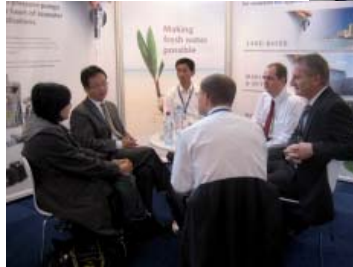
Aquatech Amsterdam 2008

By Vibeke Rathmann

Aquatech Amsterdam is the world's leading trade exhibition on process, drinking and waste water technology. The event had 850 exhibiting companies and approx. 19,000 visitors coming from Germany, France, Eastern Europe and the Mediterranean countries.

Danfoss RO Solutions participated with a nice stand and had many visitors showing a huge interest in our product range for RO systems. Also our new products – an APP1.0 and an APP30 – attracted many people.

To get more information on the two new pumps, please contact your local sales representative or contact us at: waterpumps@danfoss.com.



EUROMED 2008

By Vibeke Rathmann

Danfoss RO Solutions participated in the EUROMED 2008 – International Exhibition of Desalination & Water Reuse, which recently took place in the Dead Sea in Jordan.

We are honoured by having a visit to our stand by his royal highness Prince Faisal bin Al Hussein as well as all the other participants in Euromed. Even Arabic television incl. Al Jazeera TV visited our stand several times in order to transmit from the event.



Where to meet us in 2009

By Vibeke Rathmann

In 2009, Danfoss A/S RO Solutions will participate in several exhibitions/fairs around the world.

Whenever it is possible for you, please stop by and visit us at our stand. We look forward to meeting you.

Name	Where	When	Stand no.	Web
EDS (European Desalination Society)	Baden-Baden, Germany	17–20 May 2009	N/A	www.desline.com
IDA (International Desalination Association) 2009	Dubai, UAE	7-12 November 2009	120+121	www.idadesal.org

New employee

My name is Karen Pors Fischer, and I have recently joined Danfoss RO Solutions as regional marketing coordinator. I will be responsible for market intelligence – looking at the market situation, customers, competitors etc.

I have been working for Danfoss in 10 years, the last 7 years within procurement where I have participated in building up an organisation taking care of indirect materials.

I have a master degree in international marketing and look forward to working within that area after 7 years in procurement.

I live together with my husband and our two children - a daughter who is 8 years old and a son who is 4 years old.



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Danfoss High Pressure Systems USA moves to new facility in Florida

By Gary Ford

In order to offer increased support for customers in the USA and Caribbean region, Danfoss High Pressure Systems USA has recently moved to a new dedicated facility in Florida.

The larger facility allows for more inventory of products and spare parts to be stored locally to minimize delivery times, and also has test rigs to allow for local pump inspection and overhaul.

The facility is strategically located in Stuart FL, approx 30 minutes north of West Palm Beach Airport.

Furthermore, we have dedicated sales offices as follows:

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New facility in Florida

We wish you all a Merry Christmas and a happy New Year!

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