



ENERGY INFUSES ALONTE MEETING

Almost 300 people from 10 countries around the world traveled to Alonte, Italy, between June 9-11, 2010, for Alfa Laval's OEM, refrigeration, comfort and co-generation event. Attendees heard about Alfa Laval's new products and offerings, toured its factory, and learned from each other. They included corporate purchasing managers, technical experts, and business owners, both long-term customers and prospects.

The June 2010 gathering lasted three days, one each for international & Italian Refrigeration and OEM customers, and Comfort/Co-generation Italian customers. The focus was the Alonte factory as much as new product presentations. "Production was primary this year," emphasises Davide Cattaneo, Divisional Manager,

OEM, Comfort and Refrigeration.

"We want our customers to understand what makes Alfa Laval unique, and part of that is our clean, lean, world-class manufacturing facility."

The day was divided between a classroom presentation and the

factory tour. Participants had many opportunities to exchange views with colleagues during coffee breaks and meals. The classroom seminar included presentations of high efficiency motors and solutions, and new BHE products, but of foremost interest to many attendees were Alfa Laval's CO₂ solutions.

Share our experience

Jo Vanhoren

General Manager, Air Business Centre, Italy

We want to show our customers that we are partners for innovative technologies. We can work together to meet demands from them and their markets so this is an opportunity to hear their problems. We invite all our customers to see our factory; we are very proud of its quality and organization. We realise that price and delivery time are basic issues for our customers but we also want to show them the advantages of our values and innovation.



Jo Vanhoren

Davide Cattaneo

Divisional Manager, comfort, refrigeration and cooling, Italy

Our objectives for these events are to convey the scope of our innovations and technology to international and domestic (Italian) customers and prospects. We want to reinforce their perception that Alfa Laval is different, not only our products but our people and our business ethics. We have a sense of identity and mission and we want them to come away with a sense of that.

This year we concentrated on the Alonte factory and we are emphasizing our world-class production facility, since we plan to double our overall production here in the next few years.

Davide Cattaneo



Tommy Angback,

Marketing Unit Manager, refrigeration worldwide, Sweden

This kind of get-together is important for customers and prospects, especially from the supermarket industry. Seeing our factory is really eye opening, and seeing the new production lines here. Customers also enjoy meeting their colleagues from other countries and learning about new products like small compact gas coolers and shell and tubes.

I was at Expo in Shanghai a few months ago; people there see us as a leader in this new field of CO₂. We have some new solutions and are eager to talk about them. The initial investment cost for CO₂ is not insignificant but is recuperable.

Tommy Angback





Neculina Stan,
Project Manager,
Refrigeration plants,
Davicani, Romania

I attended an Alfa Laval presentation in the Netherlands two years ago. This has a larger range of products and a larger facility and is well organised. The CO₂ initiative is not new but is very interesting. We have CO₂ plants in Bulgaria for a German company.



Christian Maget
Technical Manager, Cooling units,
Amberger Kühltechnik GmbH,
Germany

I came because I wanted to see the factory, and what I saw were good products and good management – very evident. You can see what the management is like from the way the factory is organised. I hadn't been sure about the quality of products Made in Italy, but now I am. In the seminar, I found the CO₂ products interesting and appreciated the background about those. My main concern these days is costs – they are everything.

Stefano Musto
Installation Technical
Department Manager,
ISA srl, Italy

We are a prospect for Alfa Laval, not a major customer. I came to learn more about the company's innovations and products that offer energy savings for the medium and long term. One-half of all energy expenditures in a supermarket come from refrigeration. With the cost of energy rising in Europe, our clients are very interested in the subject and looking for solutions. Alfa Laval is a point of reference for innovation, in my view.

Stefano Musto



Alessandro Zudek
President and Technical Director, Zudek srl, Italy



Our company has always worked with Alfa Laval. We try to be partners with our suppliers because we want to make only the best products using the best suppliers. I first came to the Alonte facility in 1994 when it was called Artec, and was a typical plant in Veneto, with all the pros and cons of the genre. Today it is clean, organised, well laid out – a pleasure to see. It shows respect for time and inspires trust. The fact that every evaporator has been tested before it leaves the plant is a relief for me.

Our biggest problem with our suppliers is lack of respect for delivery times, but that has never happened with Alfa Laval. Instead, a problem with Alfa Laval is that sometimes it is slow to align its prices with the competition.

Peter Jocić





Fabio Lovo

Purchasing Manager, FAST (Gruppo Giordano Riello Condizionatori), Italy

We have been partners with Alfa Laval for 10 years. We didn't come to hear about new products but to see the new high efficiency lines and discuss the products with low environmental impact. It is important to have these characteristics when we compete in Northern Europe. Seeing the factory also helped reassure me about delivery times, which is my responsibility as head of logistics at FAST.

Our major concern these days in Italy is cost. In other markets high efficiency and yield are also important. So you have to trade off some of one against some of the other, keeping in mind that our customers are intermediaries, doing installations. They have to be able to sell to the final client at an acceptable price.

Fabio Lovo



Giordano Orazi

Purchasing Manager, Rivacold, Italy

I attended the two previous events in 2005 and 2007, and my expectations for seeing innovations and new research were well satisfied. These events are well handled and we as clients are well looked-after. Alfa Laval is dynamic and innovative. My main concerns these days are what is green, ecological, and energy efficient.

Antonio Pascotto

Purchasing Manager, Clivet, Italy

We have been partners with Alfa Laval for 20 years, so I have been in Alonte before. These meetings give us the opportunity to verify what we have heard about the new lines of production, new factory reorganization, and more. Plus every exchange between customer and supplier is useful.

As a purchasing manager I am most concerned about pricing. I want to know how the international market is doing, including pricing, and how that affects our relationship with Alfa Laval. Delivery times are also important.



Antonio Pascotto

Peter Jovic

Supply Chain Manager, NIBE, Sweden

My main interest in coming was to see the production lines because I didn't know what production looked like in Italy. I found it neat, tidy, well-organised, a perfect example of what a well-run factory should look like.

The product information wasn't new; we are a good customer of Alfa Laval so we are well-informed about new products. We also cooperate a lot on the R & D level. We have a close working relationship.

Our main concern these days is cost reduction. We consider Alfa Laval the best choice for price/quality, although it certainly is not the low cost choice. We all have to make compromises.

Massimo Boischio



Massimo Boischio

Purchasing Manager, Blue Box Group srl, Italy

Since my company is located nearby and we have been working with Alfa Laval for decades, I have been to Alonte many times. The product presentation isn't new: I would be surprised if I heard about a product I didn't know already. Rather, the greatest value for me is meeting with colleagues and competitors and many people at Alfa Laval, not only our commercial representatives. Obviously company employees are very attentive to what they tell us but we can still learn a lot by talking to a number of people.

Our major concerns these days are costs and energy efficiency. The market is asking more and more of us in these areas, especially in Germany, France, and the UK.



Paride Voltattorini

Paride Voltattorini
Purchasing Manager,
Frigo Tecnica Int. Italy

Frigo Tecnica is not a big company but we are Italy's leader in industrial refrigeration, and we have been clients of Alfa Laval for more than 10 years. I have been to Alonte before, but it was a quick visit so I didn't see everything. This time I brought two colleagues so we could see how Alfa Laval is organised. Our main focus these days is cost reduction. Alfa Laval is not the low cost choice but it is the best for price/quality. We all have to make compromises, customers and suppliers alike.

Marco Vialetto
Purchasing Manager,
Climaveneta, Italy

Climaveneta and Alfa Laval have been partners for 30 years. We are located not far from Alonte, so we have been here many times and Alfa Laval has visited our plant. Since we are working together on lean manufacturing, it is always useful to see the production lines.

We didn't come to learn about products; we think we already know 80 percent – if not all – the news being presented to us here. (We would probably be annoyed if we heard about a product for the first time here). Essentially, we came to learn more about trends in the market. We sell internationally and Alfa Laval has a global presence, so we can learn what is happening in international markets and how those trends affect us. At this event we breathe an international atmosphere, both from Alfa Laval



Marco Vialetto

and from other attendees.

Our main focus these days is cost/performance, value for money. The emphasis changes depending on the market. In North Africa only the initial price is important. In Scandinavia the long-term payback is the focus.



Ors and Akos Murin
Qplan Kft, Hungary

We are keen for new and green applications, especially CO₂ technology, because these are competitive advantages. Our customers such as Tesco are asking for this, since they are building only CO₂ supermarkets – 10 of them this year in Hungary – and expanding.

We are looking for new products and new possibilities, including higher pressure products.

Mr. Ito Yuhei
Buyer, Power Distribution,
Mitsubishi Electric (London), Japan

As a buyer I want to see how things are produced. It is easier to understand a supplier that way. If there are problems, we can address them together if I understand the factory process. Through the factory tour, we saw that Alfa Laval can develop new products quickly and work with new technologies. Also the factory was very clean, and there was transparency about the materials used, etc. This is all good for us. The new factory line is also good news because it means increased capacity to ensure a reliable supply stream.



Mr. Ito Yuhei



Ors and Akos Murin

Rudy Cailotto,
Business Unit Manager, OEM
worldwide, Italy

Our OEM customers (there are 40 companies worldwide) are demanding. They are being buffeted by the energy crisis, environmental issues, efficiency demands – it's a critical period for them and their suppliers. An event like this gives us the opportunity to emphasise our commitment and loyalty, and earn their trust.



Rudy Cailotto



Enrico Zambotto

Enrico Zambotto,
Refrigeration Engineering
Manager, Arneg, Italy

Arneg has been working with Alfa Laval for at least 20 years.

Meeting our international colleagues is a valuable part of coming here, since we had heard everything presented except for the CO₂.

We are focused on prices (meaning the price/ROI) and energy consumption: The ROI payback needs to come within 3-4 years to be meaningful for us.

PierGiorgio Barbato



Massimiliano Dall'Armellina,
Product Manager, AHE, Italy

We believe in customer contact. An event like this gives us the time to share experiences with selected customers, build a relationship with them, and get feedback. We started these meetings in 2005 as a response to environmental concerns developing in the market: regulations in the EU and worldwide are changing refrigerants because of their potentially damaging environmental impact, and our customers need to react. CO₂ is one solution and we believe THE future solution.



Massimiliano Dall'Armellina

