

**Buy the Original**



**Does it really  
pay to buy  
quality?**

**BE > THINK > INNOVATE >**

**GRUNDFOS** 

## Dear customers,

At Grundfos we believe pumps can be key assets to your business. For more than 60 years we have been pump manufacturing's leading pioneer. Many of the pump designs you count on everyday originated with Grundfos.

And although there are pumps that resemble the Grundfos original, the similarity is only skin-deep. Our products are genuinely the best value for money because every component is optimised to contribute to a more competitive pump that performs more reliably and lasts longer.

So don't be tempted to compromise on quality. You may pay a bit less across the counter, but in the long run you will pay a lot more through maintenance and downtime.

Always buy quality: Buy the Original!

## Don't be tempted to compromise!

Why buy the original? Because a Grundfos original is the product of exhaustive research and development, strict quality control and unique technology. All these elements make the Grundfos original the best choice for your business. Read on and see what goes into making an original.



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GRUNDFOS

# First choice around the globe



## **From humble beginnings ...**

Grundfos began in 1945 when our founder Poul Due Jensen answered his small farming community's request to design a special pump. His backyard hobby led to the foundation of the "Bjerringbro Die-Casting and Machine Factory", which became "Grundfos" in 1967.

## **... to a worldwide presence ...**

Today Grundfos is an industry leader producing more than 16 million pump units annually.

## **... with local knowledge**

Grundfos has sales offices and service partners in more than 40 countries. This means you will always deal with Grundfos representatives who understand your local market. Wherever you are, you are never too far away to benefit from Grundfos support and expertise.



**A pump is a pump! What makes the original so special?**

## **Nobody can beat the originals**

The Grundfos CR (multistage in-line pumps), SP (submersible pumps) and CH (horizontal multistage pumps) ranges: each pump is an original and each is untouchable in terms of reliability, performance and efficiency. The CR and SP have been refined many times over to ensure they still dominate the category their introduction created.

### **The incomparable CR**

Grundfos introduced the first CR multistage in-line pump in 1971. It is one of the world's most popular pump models with more than four million produced. Grundfos CR is available in stainless steel or titanium with 13 flow sizes and hundreds of pressure sizes.

### **The ever-popular SP**

Released in 1967, the submersible pump (SP) is also a Grundfos invention. Since then more than three million units have been sold—a solid testament to their robust reliability. When a SP is combined with the new MS/MMS motor and motor protection unit you get the most competitive water supply system available.

### **The versatile CH series**

Grundfos also offers the CH series (CH/CHI/CHN). This is one of the widest ranges of horizontal multistage pumps available, with low-noise solutions for pressure boosting, aggressive liquid handling and washing and cleaning.

## We invest more, so you don't need to

### Not just an image

The Grundfos name is synonymous with innovation. It's a reputation with real substance: we reinvest 4.5 per cent of our annual turnover into research and development. Our R&D department is comprised of more than 500 industry-leading experts.

### Every unit is everything it can be

Grundfos original pumps are packed with unique innovations. These include the unique laser-welded impeller. Laser-welding reduces friction losses and eddy flow and consequently energy consumption. Our pumps also feature silicon carbide shaft seals that are much stronger and longer lasting than conventional shaft seals.

Grundfos multistage pumps are equipped with EFF1 motors, meaning they comply with the European Commission's highest efficiency standards. They achieve this by reducing motor heat, allowing smaller ventilators that also reduce noise. SP pumps can be combined with the new, efficient MS/MMS motors.



Laser-welding,  
corrosion-resistance...  
YAWN!  
Details, details!

**Every unit tested? How boring, people like surprises!**



## Integrating quality from the start



### We do it all ourselves

We can guarantee the quality of our pumps because we manufacture the key components ourselves. We also design and build all our production equipment at the Grundfos Technology Centre.



### 100% traceable

We employ vision technology at every step in the CR and SP manufacturing processes. Our quality control programs also record the entire process and compile data for each unit.



### Tested to extreme

Every SP, CR and CH undergoes a performance test before being released. And we carry out exhaustive prototype testing to ensure each new pump design lives up to our promise of reliable and long-lasting performance. For example, the CR150 prototype completed 162,000 start/stops during testing, and pumped enough liquid to fill 1,800 Olympic size swimming pools!

You can request the manufacturing/testing data for your Grundfos pump simply by citing the unique serial number.

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Being responsible is our foundation  
Thinking ahead makes it possible  
Innovation is the essence

[www.grundfos.com/original](http://www.grundfos.com/original)

