

## THE PURSUIT OF PERFECTION NEVER ENDS

You are a key part of what drives Grundfos forward. That is why we'd like to share our goals with you by introducing our new campaign, Powered by the Impossible. The campaign is about our desire to achieve seemingly impossible goals, like matching the adaptability, reliability, and efficiency of the perfect pump: the human heart.

It's a goal that may seem unattainable, but our pursuit of it allows us to make amazing leaps forward in circulator technology. That is why we continuously set standards; why we focus on groundbreaking innovation and unmatched quality. That is why we are "POWERED BY THE IMPOSSIBLE".

Being "POWERED BY THE IMPOSSIBLE" has always made us a leader in the pump industry. It's what makes the new ALPHA™, MAGNA and SuperBruteXL circulators the ideal combination of efficiency, quality, and reliability.

These energy-optimized circulators have been specifically designed for North America. They match the characteristics, regulatory requirements, and applications of the market perfectly. These circulators are based on the in-depth knowledge we gained from our extensive interaction and dialogue with contractors and end-users from an exhaustive field test initiative, as well as from our 50 years of circulator pump experience.

Your input helped us create these circulators. Now we need your help in getting the word out about them! We hope you'll join us along this exciting new road. Reaching out to your customers, it will motivate them to use the best possible circulator technology. That's good for your business, for our business, and for everyone's future.



Simon Feddema  
President, Grundfos Canada



Dennis Wierzbicki  
President, Grundfos USA

BE > THINK > INNOVATE >

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

## GRUNDFOS HELPS YOU KEEP IN TOUCH WITH THE FUTURE

Our new website is also Powered by the Impossible. Here you'll find all the information, downloads, marketing materials and tips you need. The web site explains energy saving with E-circulators in your applications.

Find out how Grundfos just keeps getting better at: [poweredby.grundfos.com](http://poweredby.grundfos.com)



## GRUNDFOS HEATING CAMPAIGN 2009/2010

POWERED BY THE IMPOSSIBLE

GRUNDFOS 

L-ALS-003 4/09 (US)

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GRUNDFOS 

# EVERYTHING IS POSSIBLE



## ALPHA™

The energy efficient ALPHA effortlessly provides comfort in all hydronic heating applications. The easy-to-read LED display shows real time power consumption, flow rates in GPM, and operating modes. The unique power connections, one-touch user interface, and AUTOADAPT™ feature make the ALPHA installation fast and easy. System troubleshooting has now been made easier.



## SuperBruteXL

The three new members of the SuperBrute family extend the range of Grundfos UP pumps. These new pumps fit a broader range of hydronic heating and hot water applications. These multi-speed, wet-rotor pumps provide a hydraulic range of up to 49 ft. head and 120 GPM flow. Models UPS50-43 and UPS50-60 include a built-in check valve.



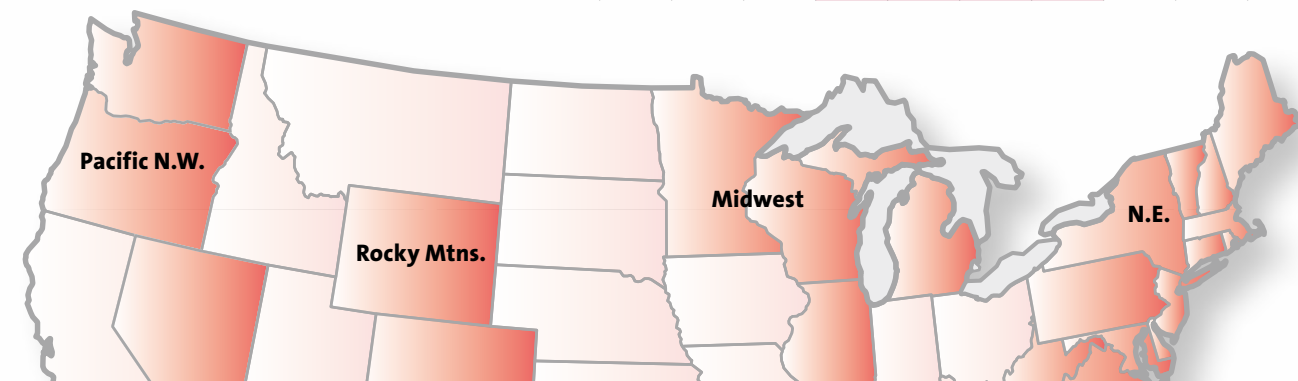
## MAGNA

Covering flows as high as 170 GPM and head up to 42 feet, MAGNA is the range of choice for medium- and large-sized commercial heating systems. All MAGNA pumps are energy-optimized with high efficiency permanent-magnet motors utilizing electronic speed control. The unique Grundfos AUTOADAPT function is standard as it is on the ALPHA.

# ON TRACK FOR SUCCESS

	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb
Campaign Kick-off Event - May 12th										
Wholesaler Direct Mail (Campaign Brochure - L-AL-SL-003)										
Wholesaler Kit										
Contractor Direct Mail (2-page Flyer - L-AL-SL-001)										
16-page Heart Insert (L-AL-SL-002) - Wholesaler Pubs										
Handbook Direct Mail (L-UP-SL-033)										
16-page Heart Insert (L-AL-SL-002) - Contractor Pubs										
Ad "The Heart is Built with Performance in Mind" - Wholesaler Pubs										
Ad "The Heart is Built with Performance in Mind" - Contractor Pubs										
Ad "The Heart Always uses Energy Efficiently" - Wholesaler Pubs										
Ad "The Heart Always uses Energy Efficiently" - Contractor Pubs										
"Powered By the Impossible" Website										
<b>Truck Events Schedule</b>										

Activities for U.S. and Canada  
 Activities for Canada



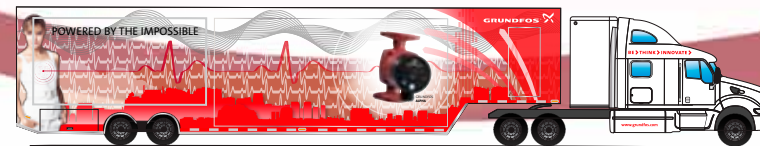
Campaign brochure (L-AL-SL-003)



Wholesaler kit



Ad



Truck events

Contractor handbook (L-UP-SL-033)



Heart insert (L-AL-SL-002)



Ad



Ad

Over the upcoming heating season, we will strengthen your sales through an extensive national campaign. We aim to increase your customers' awareness of our innovative circulators and our position as a leader within the circulator market.

