

Case: Alfa Laval

Selling added value to a target group that is forced to purchase

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Alfa Laval is one of the world's best known brands, whose central operation is based in three key technologies: heat transfer, separation, and fluid handling. All three have great importance for industrial companies around the globe – especially in the maritime industry. Alfa Laval is a pioneer in ballast water treatment, and in 2015 they launched Alfa Laval PureBallast 3.1 with a system for smaller vessels.

The challenge

The shipping industry is currently preparing for stricter regulation requiring ballast water to be treated prior to discharge. Within five years of the legislation's approval, all vessels must be equipped with a system capable of cleaning ballast water to a specific level, otherwise they will face fees or the possibility of being banned from harbors. The challenge is to convince shipping companies to invest in Alfa Laval's premium product rather than installing cheaper products that, although meeting legal requirements, do not operate in all types of water and have a shorter lifespan.

Analysis

Shipping companies that spent years hoping the proposed regulation wouldn't come to anything are now facing the consequences of needing to meet legal requirements and also have a trouble-free operation.

By clarifying the consequences of not having optimal ballast water treatment, the decision moves from the routine ("we'll install the cheapest option that

complies with the law") to being a choice to minimize risk ("we'll invest in a high quality solution to avoid problems in the future").

The principle

A customer cannot understand how good a solution is until they understand the problem in its entirety. In other words, to appreciate the advantages of PureBallast, shipping companies must see how they can miss out on business if they invest in the wrong ballast water treatment system.

The solution

In the spring of 2015, Alfa Laval held a global launch of PureBallast 3.1 with a smart and comprehensive campaign site as the engine in their communication.

Through the campaign site (alfalaval.com/pureballast3), DM, and advertisements, PureBallast is presented as a system that – with secure technology for treating all water types – provides access to any harbor without compromising business potential.

On the campaign site, prospective customers can analyze their needs, carry out simulations, compare PureBallast with other systems, and, of course, study the product in detail.

The text "Complying without compromise" objectively highlights the facts of the regulation, what is needed to fulfill requirements, and how you can choose the best system. Naturally, Alfa Laval's solution meets all the listed criteria.


Result

"The release of PureBallast 3.1 has been a success and has quickly established Alfa Laval as a market leader for smaller systems as well. We recently received an order for over 100 systems from one of our customers."

Anja Simonsson

Central Communication Manager, Marine & Diesel


All the possibilities – and no compromises

PureBallast

Ballast water treatment systems

PHOTO COURTESY OF ARVALIS, INC. ONLY



Chapter 1

The ballast water issue

Felix Merz

Invasive marine species carried in ship ballast water pose significant risks to human health, the economy and the environment. The adverse effects of, and high economic costs associated with, invasive marine species on numerous local industries, such as fisheries, tourism and water production, are well documented.

Background

Ballast water is fresh, brackish or marine water that is pumped into the holding tanks to stabilize ships and prevent tilting. It provides stability, reduces stress on the hull and compensates for weight lost due to fuel and other consumption in which ballast water is used for commercial shipping, which represents 95% of the world's commerce.

An estimated 100 million tonnes of ballast water are transported to commercial ships each year. On average, the ballast water volume of the world's fleet contains up to 10,000 different marine species. Ballast water has allowed the introduction of species to new geographic locations outside of the original coastal region.

Most of the time, these non-native species do not survive when the ballast is discharged. Some, however, do survive in the new environment. With no natural predators, these species often outcompete, displace or kill native species, causing considerable loss in diversity of the world's marine ecosystems.

Effects of invasive species

Not every non-native species has adverse effects on the environment to which the species has been introduced. However, those that do have significant negative impacts on local ecosystems, human health and economies are referred to as invasive marine species (see table 1). The damage is most often severe and irreversible, and attempting to limit further damage comes at high costs.

It is essential to ensure that the international maritime community adheres to strict standards to control and manage the ballast water in order to prevent marine and ultimately eliminate the transfer of harmful aquatic organisms and pathogens. Several well-established implementations of these standards in force

Now even smaller vessels can rely on PureBallast 3.1





Now even smaller vessels can rely on PureBallast 3.1

All the possibilities – and no compromises

Smaller vessels have limited space for ballast water treatment, but their business potential should be wide open. With a new reactor for system sizes from 170 m³/h down to 87 m³/h, Alfa Laval PureBallast 3.1 packs every option into a small footprint.

PureBallast 3.1 sets the benchmark with its unique combination of capabilities. Able to operate in fresh, brackish or marine water, it performs at full flow in low-clarity




Alfa Laval PureBallast 3.1

All the possibilities – without compromise

The Alfa Laval PureBallast 3.1 is the first generation of the leading ballast water treatment technology.

Energy efficient, PureBallast 3.1 offers superior performance in all waters, fresh, brackish and marine. It is the only ballast system for non-shipboard use, operating at full flow where 10 transmitters is active at 67%.

PureBallast has 800 and 4000 variants with up to 10 ports, authorized for 100 Coast Guard type approvals in March 2015.




The short or the long story?

We have over 1000 100% reliable. That's how long you can rely on the ability. We will give you the best experience in PureBallast 3.1.

5 sec 1 min 5 min

Connects into in 1 minute



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PureBallast 3.1 sets the benchmark with its unique combination of capabilities. Able to operate in fresh, brackish or marine water, it performs at full flow in low-clarity water with just 42% UV transmittance – a feat unmatched by any other system.

Add SMO steel for long life, effective power management and performance-enhancing CIP in a new small-vessel design, and PureBallast 3.1 means uncompromising leadership in ballast water treatment.



See the difference at Nor-Shipping (stand E02-20) or learn more at www.alfalaval.com/pureballast3




www.alfalaval.com

Sweden's most international B2B agency

We build strong brands by creating conspicuously profitable, boundless communication solutions for international companies who have high ambitions and entrepreneurial spirit. Pyramid has been ranked as Sweden's best B2B agency for 10 years. Webbyrån Petra was ranked as Sweden's best digital agency in 2014.

Do you share our ambitions to become a global winner? Let's meet and discuss how.

Some of our customers:

Alfa Laval	Helsingborgs Hamn	Norden
Assa Abloy	Helsingborg	Perstorp AB
Awapatent	HemoCue	Posten Norge
Bluetooth	Hiab	Rapid
Borgestad Industries	Höganäs AB	Ruukki
Bostik	JBT Corporation	Rydahls
Bring	Kalmar	Saab
Contura	Lantmännen	Safmarine
Diab	Lindab	Sandvik
Duni	Maersk	SSAB
Ecophon	Medius	Stora Enso
Enfo	Midroc	Sulzer
Green Cargo	Munkfors	Tetra Pak
Gyproc	Navetti	Valmet
Haldex	Nederman	Yara



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