



sanitary news

Sanitary Service appoints first Authorized Service Partner in Europe

In September, Sanitary Service appointed the first European Authorized Service Partner, MSG GmbH Montage + Service, as part of the Equipment Service strategy to grow our Service Partner network. Allowing us to focus on sales through service activities, this strategy taps into the potential of our installed base.



By appointing MSG, Alfa Laval gains many benefits: Selling more Alfa Laval genuine spare parts, and - in the long term - establishing a broader relationship with the market, ensuring increased service business and continued Alfa Laval loyalty among customers.

Jan Helge Bruemmer, Equipment Service Manager, Alfa Laval MidEurope says: "Our distributors have always had a high focus on their customers' installed base and on selling relevant spare parts, but with a lack in executing the services. This appointment closes the gap, ensuring customers' access to a full service offering partner".

What is the Authorization process?

To become an Authorized Service Partner, MSG completed the following:

- The new "Service foundation" eLearning
- The Alfa Laval insight module from the authorization day, detailing Alfa Laval and how we do business
- Alfa Laval's sanitary equipment & service training programme: Hands on training for pumps, valves, gasketed plate heat exchangers and other fluid handling equipment as well as information on trouble shooting and claims handling

These trainings ensure that MSG has the right competence to perform service on Alfa Laval hygienic equipment.

Who is MSG?

MSG has 30 field service engineers working full time, with access to additional outsourced engineers if needed. Their core activity is service and maintenance for pumps, valves and other fluid handling equipment within the food and chemical industries. They are well-known in the market, and they have a long term relationship our Master Distributor, Euroflow.

More Authorized Service Partners in the pipeline



"Finding the right Service Partners is crucial for our success", says Business Manager, Sanitary Service,

More info

For more information, please contact the below:



Business Manager, Sanitary Service
Maria Castellanos

E-mail: maria.castellanos@alfalaval.com
Phone: +34 629 169 628



Maria Castellanos. "Working closely with our Sanitary Service Managers, we plan to authorize more Service Partners in 2014 and 2015. We encourage all sales companies to nominate potential Service Partners

that meet the requirements, to fulfil our goal of connecting an Authorized Service Partner to our biggest channel partners that have no service capabilities".

▶ For more information about benefits and requirements for Service Partners, [click here](#)

▶ For more information on MSG, [click here](#)

[Legal terms & conditions](#)
© 2014 Alfa Laval

- ▶ [Subscribe](#)
- ▶ [Download newsletter](#)
- ▶ [Tell a friend!](#)

Confidential - for internal use only!

Want to make a Sanitary News? Contact [Anette Trier Madsen](#)

Alfa Laval
Albuen 31 • 6000 Kolding • Denmark
Tel: +45 79 32 22 00 • E-mail: sanitary.equipment@alfalaval.com • www.alfalaval.com

To unsubscribe, [click here](#).
Alfa Laval reserves the right to change specifications without prior notification.