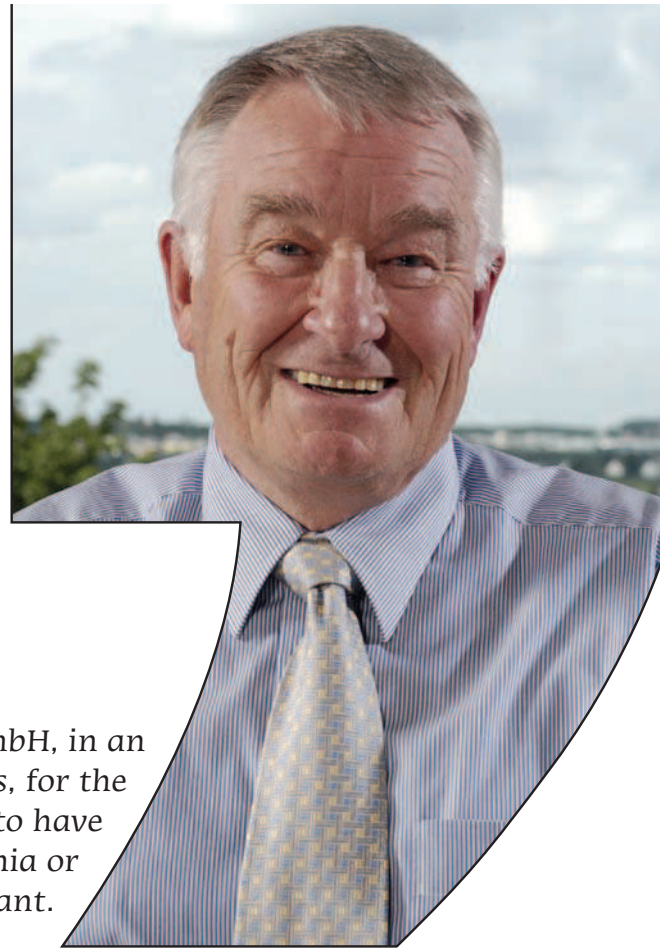


We must use the chance to establish a production plant



Willy Löffler, Representative, thermofin GmbH, in an exclusive interview with **Cooling India** says, for the Indian market I think, it is very important to have units for industrial sites operated with ammonia or propane as refrigerant.

Could you introduce yourself and explain the efforts that you have made so far to make the company remarkable in the market?

I am working in the refrigeration industry for nearly 45 years and nearly the same time in the business of heat exchangers. For nearly twenty-seven years, I have established a German heat exchangers company with eight production facilities. In ninety-nine, I left the company and in the year 2002 my son Bernd Löffler established a new company called thermofin®. During the 12 years, the company is grown to about a fifty million turnover. We are now about 300 people and we mainly produce in Germany. thermofin GmbH also has a joint venture company in Argentina where we manufacture for South America. I am a mechanical engineer with already fifty years' experience and I try to help my son to develop and to improve thermofin®. The main application of our units is in industrial systems. That means that we are strong in air-cooled condensers and dry coolers for industrial applications. With the introduction of new laws, the European refrigeration sector will change in the future. I personally see the future in natural refrigerants like propane and ammonia. The new directions should be decisive for our future products. We have to build up a European research centre for this kind of refrigerants with all test equipment. I hope that I can contribute to create an institute where we are able to carry out all the testing and training procedures for the refrigeration engineers and refrigeration studies.

Since you have worked in the HVACR industry for more than four decades, what according to you is the future of the HVACR industry in India?

Since five years, the Indian market is very interesting for me and I think it is the fourth time that we have participated in the ACREX exhibition. Everybody comes here and sees how the exhibition is growing. But not only the exhibition is growing - the visitors are more interested now. However, the problem for us is to supply to India and to pay high custom duties. So sooner or later, we must use the chance to establish a production plant. It is the only chance to be competitive in this market. The big challenge in India is to find very good educated engineers and to create a good team for the production. When you can bring both together, it is a very good opportunity to enter the fast growing Indian market. What we learned is that still a lot of goods are destroyed due to the fact that there is not enough capacity for the cooling storage. So, it will take some time to bring in the new systems for huge cold storage with efficient heat exchangers to save energy. There is one person living in New Delhi who operates for thermofin® and who opens us a door. We have another young engineer working in our main office in Germany who gives good support to the customers in India. Therefore, we have already sold some products and we hope to introduce our products and our company in the market.

Your expertise in refrigeration and heat exchangers has given you an excellent platform in Europe. With which

products or solutions you want to break into the Indian market and how would you like to see your role in the Indian market?

For the Indian market I think, it is very important to have units for industrial sites operated with ammonia or propane as refrigerant. Of course, it will be necessary to find a right partner who will help us to economically build up our company with a very efficient production in order to be competitive here in India.

Thermofin has worldwide operations, do you think of any possibility to have any tie ups or collaborations with the Indian companies?

Yes why not. We have already discussed a lot and will make our decisions now.

How do you see your company making overall growth plans for the next two years?

According to my experience, I think that the Indian market could offer us a high sales growth.

What marketing strategies you all adhere to promote the product and to achieve the target?

Since we want to go directly to the market with the commercial and industrial units, it is important to have people on-site. We have to find the local engineers who will take care of the marketing.

What product were displayed at the ACREX 2014?

We showed many of our industrial products like dry coolers and evaporators, mainly for the industrial sector.

What are your anticipations from the exhibition?

I expect new contacts from contractors and of course from consultants enabling us to introduce our products in India.

What role does thermofin® play to cooperate with German research institutions and can you name some of the institutions?

Thermofin GmbH closely cooperates with leading German research institutions, such as with the Institute for Air and Cryogenic Technology non-profit limited liability company (ILK) in Dresden, with the Bitzer foundation professorship for refrigeration, cryo and compressor technology of the Technical University Dresden (professorship building energy technology and heat supply), with the institute of process technology, process automation and measuring technology (IPM) in Zittau/Görlitz as well as with the Technical University Bergakademie Freiberg. ■

thermofin® produces finned heat exchangers for an application in refrigeration and air-conditioning industry in commercial and industrial projects that fit for all kinds of refrigerants (HFC, NH₃, CO₂, Glycol etc.). Heat exchangers produced by the company are also used to control the air temperature in large computer centres, ice rinks and indoor ski slopes. thermofin GmbH, which is based in the Vogtland region, is continuing to expand its presence in the refrigeration and air conditioning markets. It has set up numerous sales offices all over the world.

International Societies form Indoor Environmental Quality – Global Alliance

A newly formed alliance seeks to serve as a global source for information, guidance and knowledge on indoor environmental quality (IEQ). A memorandum of understanding creating the IEQ Global Alliance was signed on June 29, at ASHRAE's 2014 Annual Conference in Seattle, Washington. Other groups joining Alliance are American Industrial Hygiene Association (AIHA), Air Infiltration and Ventilation Centre (AIVC), the Air & Waste Management Association (A&WMA), the Indoor Air Quality Association (IAQA) and the Federation of European Heating and Air-Conditioning Associations (REHVA).

The Alliance was formed by an ad hoc committee appointed by ASHRAE 2013-14 President Bill Bahnfleth to explore ways in which industry groups could work together to address all aspects of IEQ and health. Presidential Member Bahnfleth said, "Before we address impacts of buildings and transportation systems on energy consumption and the environment – which, make no mistake, are also critically important – we must ensure that we are providing indoor environments that are safe, healthy,

productive and comfortable for occupants. We have strongly emphasized energy conservation and protection of the environment to such an extent that the need for progress in indoor environmental quality has been obscured. A broad, coordinated effort is needed to fill gaps in research, transfer the results of science to practice, advocate for higher standards and better educate both the built environment professions and the public. I believe that formation of this Alliance is a key to meeting those objectives. ASHRAE is eager to contribute its expertise to this group and to once again be a leader in the field of iEQ, beginning with a focus on indoor air quality."

The Alliance will provide guidance on the definition of acceptable IEQ, with an emphasis on thermal conditions and indoor air pollution, to ensure that the knowledge gathered from IEQ research is promulgated to and implemented by IEQ practitioners and regulatory bodies worldwide. The establishment of the Alliance is supported by the WHO and the U.S. Environmental Protection Agency, who will cooperate with the Alliance in the future. ■