



## Alfa Laval gets a bite of The Big Apple

*There is no service challenge that will stop the Alfa Laval team in the US and the constant fight to grow our business. HVAC was our biggest single opportunity. With a strategic, multilevel approach combined with a strong and resilient team, new opportunities are opening.*

The drive of decarbonization combined with our service solutions have materialized in New York State. The team has uncovered an opportunity with The New York State Energy Research and Development Authority (NYSERDA) and their Empire Building Challenge.

NYSERDA's Empire Building Challenge was developed to generate economic growth and renewal in New York by attracting best-in-class manufacturers and solution providers to help transform the existing building stock into the buildings of the future. Investing in the most promising novel approaches to retrofitting New York's tallest buildings will transform the high-rise building market and position the State of New York as an epicenter of the low carbon retrofit industry.

[Pere Villar](#), Director of Service Sales-Energy and [Tamer Nofal](#), HVAC Service Business Development Manager presented to NYSERDA officials. The proposal included Alfa Laval's full offering, total cost of ownership and payback calculations, charts on cleaning intervals, connected services, predictive maintenance, performance optimizer and remote support. As cities in the U.S. look to Europe to understand how to replicate the decarbonization and energy efficiency successes, case stories illustrating how Alfa Laval has achieved this in major cities around the world have positioned Alfa Laval as a true energy efficiency expert.

"NYSERDA wants to attract the best of the best - R&D teams, architects, engineers, and manufacturers. We all have the collective goal of decarbonization," said Tamer Nofal.

[Tracey Putnam](#), Commercial Market Sales Manager, will also join the Challenge project. This approach secures the total lifecycle for continual optimization of decarbonization solutions and energy efficiencies.

"Our proposal proved how Alfa Laval optimizes the energy already generated to support decarbonization targets as well as achieve energy efficiency optimization. We demonstrated we really are energy hunters," said Pere Villar.

As an approved partner, we will use this effort as a template to penetrate other major cities in the U.S. and support our customers in their journey to meet and exceed decarbonization and energy efficiency targets. "Acceptance in this program further solidifies our position as thought leaders and sustainability advocates," said Ester Codina, Cluster President - North America.

To learn more about this opportunity, visit [The Empire Building Challenge - NYSERDA](#)





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