

How to sell the new Grundfos SCALA2

With the new generation **SCALA2**, we unveil the next era of integrated booster solutions with pioneering technology for constant water pressure, low noise, and energy efficiency.

An innovative all-in-one pressure-boosting solution, engineered to guarantee more reliable operations in homes and apartments.

Below are some of the key sales arguments to emphasize when discussing the new SCALA2 with homeowners. Always remember to:

- Keep it simple
- Be specific
- Make sure the homeowner understands the benefits of choosing this product



The key sales arguments for homeowners:

Constant water pressure in up to 8 taps

Say goodbye to fluctuating water pressure and hello to the luxury of enjoying a perfectly comfortable shower at any time of the day. Even when multiple taps are in use throughout your home. With the new intelligent pump control system from Grundfos, you and your family get consistent water pressure in up to 8 taps with this intelligent pump control system. Innovative technology ensures that the water supply to your home is automatically adjusted to meet your specific needs.

The most silent operation in the market

Welcome your home's silent companion. With noise levels as low as 44 dB(A), equivalent to the gentle hum of a quiet dishwasher, you can enjoy peace and tranquility at all hours. Experience a calm home environment while the SCALA2 operates seamlessly in the background to enhance water pressure.

World-class energy performance

Equipped with improved hydraulics, a permanent magnet motor and speed control, the SCALA2 outperforms many other domestic water pressure boosters in the market. By selecting the most efficient pressure boosters over traditional booster pumps, you can achieve significant savings, reducing your energy consumption for water boosting by as much as 40%.

Compact all-in-one-booster

Fully integrated water pressure booster with all components built into one compact unit that minimizes space limitations. Easy to install and conveniently out of sight, as it fits into approx. a quarter of kitchen cabinet.

Homeowners' are triggered by pains

These are some of the most common challenges and pains homeowners can experience:



Low or fluctuating water pressure

- It takes more time to wash out hair shampoo and conditioner, prolonging the showering/bathing time
- Toilet cistern is slow to fill
- Temperature changes when showering
- Failures in domestic appliances like washer or dishwasher
- Excess water flow



Noisy pump

- Whether coming from inside or outside the home, noise level can annoy residents
- Reduced comfort
- Traditional pressure boosting systems, e.g. fan-cooled motors emit far more noise and cause discomfort in and outside the home



Limited space

- Limited space for installation of assembled booster systems or traditional bulky booster



High energy consumption

- Traditional pressure boosting systems, e.g. without permanent magnet motor technology, consume more energy

The new SCALA2 addresses the root causes of the most common challenges and pains experienced by homeowners



Constant water pressure

SCALA2 will provide the perfect water pressure in up to 8 taps in the home.



The most silent operation in the market

The SCALA2 has a 44 dB(A) noise level, representing a 3 dB(A) reduction in sound pressure, which is perceived as a 50% reduction in noise by the human ear. This is comparable to the noise level of a quiet dishwasher.



All-in-one innovation ensuring great compactness

SCALA2 incorporates all the components of a pressure booster into a compact housing, saving time on installation. That way, it fits perfectly into small spaces.



World-class energy performance

The SCALA2 is equipped with improved hydraulics, a permanent magnet motor, and speed control. Choosing the new SCALA2 over conventional booster pumps can result in a homeowner reducing their energy consumption for water boosting by as much as 40%.



Learn more and see all details
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