

# How to sell the new Grundfos SCALA2

With the new generation **SCALA2**, we unveil the next era of integrated booster solutions with pioneering technology, constant water pressure, quiet operation, and efficient performance.

The Grundfos SCALA2 is an innovative, all-in-one pressure boosting solution that provides more reliable operations in homes and apartments with up to 3 floors and 8 different taps.

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 enjoy a perfectly comfortable shower any time — even when multiple taps are in use throughout the home. The new intelligent pump control system from Grundfos automatically adjusts the water supply to meet specific needs, ensuring consistent water pressure in up to 8 taps in homes with up to 3 floors.

### The quietest operation in the market

With noise levels as low as 44 dB(A) — equivalent to the gentle hum of a quiet dishwasher — homeowners can enjoy peace and tranquility at all hours. Experience a comfortable home environment while the SCALA2 operates seamlessly in the background to enhance water pressure.

### Efficient 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 booster over traditional booster pumps, homeowners can achieve significant savings, reducing energy consumption for water boosting by as much as 40%.

### Compact all-in-one-booster

Fully integrated water pressure booster incorporates all components into a compact housing, minimizing space limitations. Its small size allows for convenient installation in tight spaces.

# Solving homeowners' top pain points

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



## Low or fluctuating water pressure

- It takes more time to wash out shampoo and conditioner, prolonging showering/bathing time
- The toilet tank is slow to fill
- Water temperature fluctuates during showers
- Failure or performance issues with domestic appliances like washers or dishwashers
- 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 inside and outside the home



## Limited space

- Limited space available for installation of assembled booster systems or a 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



## Constant pressure

SCALA2 provides the perfect water pressure in homes with up to 3 floors and 8 different taps.



## The quietest pressure booster in the market

The SCALA2 has an improved noise level of 44 dB(A), representing a 3 dB(A) reduction from the previous model. This decrease is perceived as a 50% noise reduction by the human ear. This is comparable to the noise level of a quiet dishwasher.



## All-in-one innovation ensuring compactness

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



## Efficient performance

Equipped with improved hydraulics, a permanent magnet motor, and speed control, the new SCALA2 outperforms conventional booster pumps. Homeowners can reduce their energy consumption for water boosting by up to 40%.



Learn more and see all details  
at [grundfos.to/EXPLORE-SCALA2](https://grundfos.to/EXPLORE-SCALA2)

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