GRUNDFOS PUMPS SDN BHD

CORPORATE PROFILE

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GRUNDFOS

BEING RESPONSIBLE IS OUR FOUNDATION

We know that we have a responsibility towards the people who are Grundfos, towards the innovative soul of Grundfos as well as towards the surrounding world.

Whatever we do, we make sure that we have a firm and sustainable basis for doing it.

THINKING AHEAD MAKES IT POSSIBLE

Thinking ahead makes the innovations possible. We encourage a certain Grundfos way of thinking which is founded upon the belief that everyone must contribute by using his or her judgement and foresight.

We are looking for commitment and ideas in everything we do in order to make the best solutions. We think - and then we act.

INNOVATION IS THE ESSENCE

It is the innovations that make Grundfos unique. We stand out because of our ability to constantly create new solutions to the ever-changing demands of the pump business.

We meet every challenge and we are never afraid of taking the initiative - remaining true to our ideals calls for renewal. Innovation is the soul of Grundfos.

More than just a pump company

A GLOBAL PERSPECTIVE

With 58 subsidiaries in 43 countries, Grundfos has a global perspective. But our worldwide network of sales and service companies operate with local needs in mind.

MORE ENERGY EFFICIENT

We are very aware that as much as 80% of the cost of pumping goes on energy, and that energy is a limited resource. We do everything we can to make each new pump more energy efficient than its predecessor.

EASY TO RECYCLE

Recycling is vital. Grundfos mobilises its research resources to ensure that it is as easy as possible to recycle its products. This ensures that between 90 and 98% of Grundfos components are recyclable.

SOLUTIONS FOR THE FUTURE

Grundfos is probably the most R&D-focused pump manufacturer in the world. The company spends Euro 56 million per year on maintaining its position at the forefront of research into pump technology.

PARTNERSHIP

Grundfos works with its customers at every step of the process - from the idea to the installation to further customisation. As a result, both partners gain a thorough understanding of each other's needs and of the parameters they work within.

GRUNDFOS

A History of Performance

Headquarters in Denmark

Grundfos has a strong share of pioneering spirit. A lot of it comes directly from Poul Due Jensen who founded the company in 1945, in Bjerringbro, Denmark. It started when a local farmer needed a new water supply system. The young Due Jensen took up the task and found out that no existing pump could handle the job. In a pattern that is still being followed at Grundfos today, Poul Due Jensen independently designed and manufactured a pump. Demand for the new pump grew, and the first step towards the development of Grundfos pumps was made. The tradition of putting ideas into action began with Poul Due Jensen and is continued by everyone in the company.

This tradition has made Grundfos a technological leader and kept Grundfos close to its customers.

Grundfos Innovation Centre

Today, with over 10,000 employees and an annual production of some 10 million pump units a year, Grundfos is one of the world's leading pump manufacturers. More than 50 companies right across all the continents of the globe help to bring pumps to every corner of the world, from supplying drinking water, irrigation, groundwater monitoring to air-conditioning.

Aerial view of Grundfos Denmark

Poul Due Jensen, Founder

Where it all began, 1945

Automatic groundwater pump - Foss piston pump, 1945.

Sales & Marketing

When it comes to sales and marketing, we believe in creating the right relationship with our customers by providing people with different skills to advise the same customer. Through the individual competencies within our group, we can pinpoint the customer's specific problem, effectively.

Grundfos' sales & marketing team and its authorised dealers are constantly upgraded with new skills and technology, emphasising on product knowledge in order to provide better customer service. These characteristics set us apart from our competitors.

Grundfos' responsibilities do not end here. To ensure the smooth operation of its sales & marketing team including its authorised dealers, Grundfos aggressively participates in trade exhibitions and roadshows, supply up-to-date A&P materials and conduct worldwide branding exercises to bring up its image.

Service & Logistic

One pump goes through many different supply systems all over the world, but most of them have at least one thing in common: A stop in the supply must be avoided.

Grundfos' service & logistic team constantly ensures timely and efficient delivery to prevent unpleasant surprises. To achieve this, Grundfos Malaysia has adopted a system called EDI - Electronic Data Interchange for automatic re-stocking via a direct connection to Grundfos' HQ in Denmark.

Service is viewed as something highly flexible. It is important that the right service is available wherever and whenever needed. Therefore, a 24 hour service hotline has been initiated by Grundfos Malaysia to ensure common future success.

GRUNDFOS

People

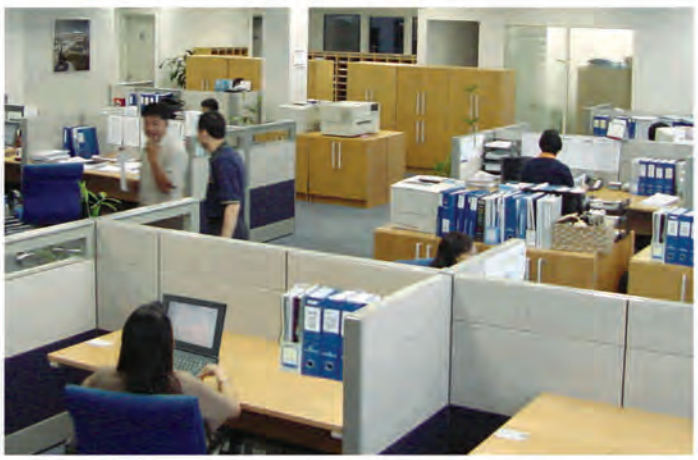
Different people have different strengths. At Grundfos, we believe in the potential of every single individual. Therefore, we depend very much on our employees to make Grundfos a success. That is why we have an obligation to make them feel comfortable working with us. We honour this obligation in many ways - one way is to reward them with fun and laughter through our annual company trip and dinner.

Training

- Learning is a Life Long Project

We believe learning is an ongoing process and is the best way to keep up with the world in motion. By constantly developing our employees' abilities to identify and fulfill our customers' needs, we are improving all the time. That is why we setup a training centre at our Shah Alam Headquarters - for our valued customers, dealers and employees.

BE > THINK >



An Award-winning Organisation

Grundfos is the world's first pump manufacturer to be awarded the BSI/ISO 9001 certificate. Not withstanding this, Grundfos is also a 4-time winner of the Danish Industrial Design Award.

INNOVATE

Grundfos has always found new methods to produce its pumps in a more environmental friendly way - for instance recycling the material that was used to produce its pumps. That is why it was awarded the European Better Environment Award in 1987 and The Environmental Report Award in 1999.

Grundfos is not only ahead of its competitors in its home country. Grundfos Malaysia is also proud to be accredited the ISO 9001:2000 quality standard by Lloyd's Register of Quality Assurance. This commitment to service excellence naturally guarantees you good value for your investment in Grundfos.

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