

# CHOOSE WITH YOUR HEART AND MIND

POWERED BY THE IMPOSSIBLE



BE > THINK > INNOVATE >

GRUNDFOS 

# SAVE ENERGY

## It's time to double up!

When you install a circulator, there are always two sides to the story: its effect on the environment and its overall cost. With the Grundfos ALPHA™, you can do something about both. That's because not only is it highly efficient, but it is also exceptionally reliable, durable and easy to install. So, think with your heart and mind and choose an ALPHA – it works out better for the climate, for you, and your customers.



# SAVE MONEY



# THINK TWICE ABOUT ENERGY CONSUMPTION

To make a real impact in the fight to reduce energy consumption, choose with your heart and mind.

## Fighting climate change

It's no secret that reducing energy consumption is an important step in reducing the CO<sub>2</sub> emissions responsible for global warming. And lower energy consumption means lower energy bills. Choosing an ALPHA™ or a MAGNA™ for residential and commercial applications saves energy and money at the same time.

The energy-optimized ALPHA is so efficient, it can operate on as little as 5 Watts. This amazingly low power consumption is always visible on the easy-to-read real-time display, showing customers just how much energy they are saving.

To find out more about our energy-efficient circulators, please visit us at:

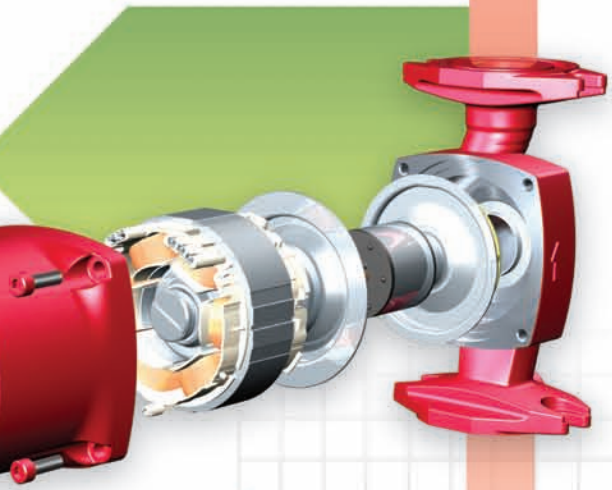
[www.poweredby.grundfos.com](http://www.poweredby.grundfos.com)



up to **80%**  
energy savings  
when you use  
**AUTO  
ADAPT**

GRUNDFOS  
ALPHA  
15-16E  
Watt  
GPM  
AUTO  
ADAPT

ETL





# ALWAYS MOVING AT THE RIGHT SPEED

Just like the human heart, a circulator must be able to change its performance to match the changing demands of the system it is in.



In order to deliver the best possible comfort and efficiency, standard pumps need to be manually adjusted to keep pace with changing system conditions. However, our circulators with the unique Grundfos AUTOADAPT™ function, do so on their own. That is because AUTOADAPT analyzes system demand, then automatically adjusts pump performance to match it. It does this continuously, fine-tuning its performance while running, saving both energy and money.

## **AUTOADAPT changes installation forever**

Installation has never been easier, as this factory preset turns itself on once the pump is plugged in.

Imagine a feature on your car that uses every drop of gas as efficiently as possible. Think of it as an autopilot that reads the terrain and traffic, and adjusts your speed accordingly, rather than simply holding the same speed like cruise control does. Everywhere you go, your car is driven at the most energy-efficient speed, automatically calculated based on the conditions. AUTOADAPT does the same for your pumps.

AUTOADAPT is so effective that in virtually all cases, no further adjustment is ever necessary. It also allows your customers to reduce their energy bills, as the optimized Grundfos ALPHA™ and MAGNA™ pumps deliver even bigger savings automatically.

# THE GRUNDFOS STORY TOUGHER AGAIN AND AGAIN

Environmentally friendly circulators also need to be robust enough to take the strain of constant activity throughout their lifetime



Just as we depend on our hearts, we depend on the reliability and strength of our pump solution. Whatever application it is designed for, customers expect – and deserve – a pump that is durable and reliable. Grundfos circulators are as tough as they get. Constructed from the highest quality materials, customers can count on them for years of peak performance.

## **Stronger motors through advanced technology**

The motors of our optimized circulators are a perfect example of our uncompromising dedication to quality. They work reliably under all flows, thanks to a combination of

permanent-magnet principles, compact stator, and rotor technology. Robustness is increased, as there are only a few connections within the motors.

## **Every one turns into another**

After long years of efficient performance, the Grundfos ALPHA™ circulator you install today will become valuable raw material for something entirely new. In fact, over 90% of our ALPHA circulators can be recycled. Improving recyclability is a vital part of our innovative process and improvement of our circulators.

STATISTICS  
23. 178





3.09 m

GRUNDFOS  
ALPHA 15-55 F  
0.5 Watt  
AUTO ADAPT

GRUNDFOS  
ALPHA 15-55 F  
0.2 GPM  
AUTO ADAPT

GRUNDFOS  
ALPHA 15-55 F  
0.5 Watt  
AUTO ADAPT

GRUNDFOS  
ALPHA 15-55 F  
0.2 GPM  
AUTO ADAPT  
3191277  
ETL

# THE HEART IS BUILT WITH PERFORMANCE IN MIND

Like the heart, the ALPHA™ always delivers the flow that's required. Easy-to-use interfaces and a range of unique features make it simple to install and operate.



The unique ALPHA Plug with line cord removes the need to open the terminal box to make electrical connections. Just plug-and-pump.



Now available with terminal box for conduit connection applications.



The large, real-time display automatically shows current energy consumption in Watts. The lower the number, the bigger the savings.



Every four seconds, the display toggles to a flow indicator. Estimating system flow has never been easier.



A one button, easy-to-use interface makes setting the ALPHA quick and simple. Select the operating mode by pressing the arrow.



Integrated check-valve option which prevents backflow from occurring.



Built into the flanges, the nut capture holds the bolt head during tightening. One wrench and one hand are all you need.



Its compact, streamlined design makes the ALPHA easier to install in systems where space is at a premium.



The ALPHA is available with a stainless steel or cast iron pump housing.





**GRUNDFOS®**

ALPHA

15-55 F



Watt  
GPM



AUTO  
ADAPT



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19.24

GRUNDFOS  
ALPHA 15-55 F

5 Watt  
AUTO  
ADAPT

3191277



2009 2010

2012 2013 2014 2015 2016 2017 2018

2019 2020

# POWER CONNECTIONS: YOUR CHOICE

Did you ever think that freedom would become an integrated characteristic of a circulator pump? Grundfos did. That's why we made it a part of the ALPHA™. In power connections, nonetheless.

Most pumps have only one option when it comes to their power connection. The ALPHA has two, expanding your installation opportunities. The newest option available is the ALPHA with a terminal box for conduit connection. This allows the pumps to be placed into both retrofit and new installations.

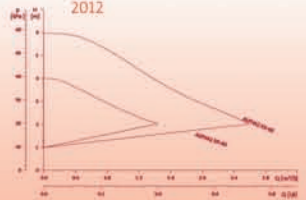
In retrofit installations, you are now free to use the existing conduit connection, as long as it is feasible and safe. For new installations, you have the flexibility to use either our ALPHA with a terminal box or our ALPHA plug with line cord, which requires no wiring. The ALPHA with line cord offers one of the easiest connections available in the pump industry. Just plug-and-pump. It's that simple. The choice is yours.



2011

2012

2013





**GRUNDFOS®**  
ALPHA 15-55 F



Watt  
GPM



**AUTO  
ADAPT**



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### **ALPHA™**

The energy efficient ALPHA effortlessly provides comfort in all hydronic heating applications. The large, easy-to-read real time display shows the pump's low power consumption and estimated flow in GPM, simplifying system trouble-shooting. The unique AUTOADAPT™ function and one-touch interface make it exceptionally quick and easy to install. For installation, you now have the flexibility to use either our unique ALPHA Plug with line cord or the ALPHA with terminal box for conduit connection applications. The choice is yours.

### **MAGNA™**

Covering flows as high as 170 GPM and head up to 42 feet, MAGNA is the range of choice for medium- and large-sized commercial heating systems. All MAGNA pumps are energy-optimized with electronic speed control and an exceptionally efficient permanent-magnet motor. The unique Grundfos AUTOADAPT function is standard, as it is on the ALPHA.

### **Stainless Steel Options**

For hot water recirculation systems and very demanding hydronic heating applications, the ALPHA and MAGNA are also available in a stainless steel version. The stainless steel pump housing is virtually corrosion-free, prolonging the life of both the pump and system valves.

# GRUNDFOS IS ALL YOU'LL EVER NEED

When it comes to choosing the right circulator, Grundfos makes selection easy. For flows up to 170 GPM, our optimized circulator ranges cover all domestic and light commercial needs.



ALPHA 15-55 F/LC



ALPHA 15-55 F  
ALPHA 15-55 SF



ALPHA 15-55 SF/LC



MAGNA  
Cast iron



MAGNA  
Stainless steel

AUTOADAPT™

Multi-Speed

BUS communication available

IR communication with R100 controller

External relay/Fault signal

ALPHA Plug with line cord

Terminal box connection for conduit

Permanent-magnet motor

Automatic Night-setback function

Power on indicator

Check-valve option

Max H, feet

19

19

19

42

42

Max Q, GPM

22

22

22

170

170

Power input [W]

5-45

5-45

5-45

25-900

25-900

BE > THINK > INNOVATE >

Being responsible is our foundation  
Thinking ahead makes it possible  
Innovation is the essence



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downloads, marketing materials, and tips you need.

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U.S.A.  
GRUNDFOS Pumps Corporation  
17100 West 118th Terrace  
Olathe, Kansas 66061  
Phone: (913) 227-3400  
Telefax: (913) 227-3500

Canada  
GRUNDFOS Canada Inc.  
2941 Brighton Road  
Oakville, Ontario  
L6H 6C9  
Phone: (905) 829-9533  
Telefax: (905) 829-9512

[www.grundfos.us](http://www.grundfos.us)

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