



## Press Release

### **"Energy efficiency is the sum total of many individual efforts"**

**Industries that weigh operating costs alongside investment costs frequently realize that greater energy efficiency is not only ecologically advisable but also economically beneficial. At the Hanover Fair (Hall 13, Booth D30) our Keller staff will be available to explain the practical advantages of keeping the air clean with air pollution control systems during production processes, and which modifications are key to optimizing these systems for maximum energy efficiency.**

Kirchheim, April 13, 2015 – Air pollution control is a sophisticated technology that is an industry requirement for the collection and effective separation of emissions created during production. "Ideally, the filtered air is sufficiently clean afterwards so that it can be recirculated back into the plant. Companies thereby realize substantial savings by moderating indoor temperatures, since heated air is no longer vented outdoors", informs Jens Alber, Head of Marketing at Keller Lufttechnik, Kirchheim, which specializes in air pollution control.

### **"Examining each step in the process"**

Customers are demonstrating increased interest in the energy efficiency of air filtration systems. While the possibility of clean air recirculation plays a central role, "each step in the collection and separation process such as the optimized design of the entire system, along with its maintenance, are all potential refinements which impact the overall efficiency of the air pollution control system", explains Alber.

### **Energy savings of 20 – 30 percent is possible**

Achieving a potential energy savings of 20 – 30 percent as compared to many older systems requires superior knowledge. "Our greater expertise in such energy-efficient systems is the focus of our trade fair presentation at the Hanover Fair (HMI) being held from April 13<sup>th</sup> – 17<sup>th</sup>, 2015, informs Alber. This year, our company displays its products on the new show floor "Environmental Engineering and Resource Efficiency" in Hall 13 (Booth D30).



### **Cost: a factor for continuous operation**

„Cost-savings and the latest future-oriented production technologies of tomorrow”: This is the new HMI exhibit topic. Marcus Kraus, Head of the Keller booth, emphasizes the implication of this message: “We frequently encounter customers who demand energy efficient solutions, but later opt for a system with the lowest initial investment. The expense of maintaining uninterrupted operation and a longer lifecycle are frequently not considered.” It’s worth noting that the higher initial costs for more economical air pollution control systems such as installing heat exchangers with exhaust air operation are often recouped after a few years.

### **Environmental considerations gain significance**

This topic also has an ecological aspect: Some larger companies have already undertaken sophisticated attempts to improve their Carbon Footprint – which represents the CO<sub>2</sub> impact of their products.

They’ve introduced guidelines for energy conservation to which all new systems must comply. “Medium-sized and smaller companies will follow because they also contribute to the Carbon Footprint in a variety of ways as suppliers of goods, so the environmental impact of their production processes will be assessed more frequently”, according to Marcus Kraus. Legal requirements may further apply additional pressure.

### **"Green Balance" at Keller Lufttechnik**

With its environmental management system certified according to ISO 14001, Keller Lufttechnik demonstrates how it is future-oriented. Kraus explains: „With GREEN BALANCE, Keller Lufttechnik GmbH + Co. KG is committed to reliable, far-sighted handling of all natural resources - aligning technological progress, operational issues and social goals in order to safeguard the environment.”

### **Initiating dialogue**

"We are taking advantage of the HMI to provide incentives. We wish to demonstrate that the interplay of many individual factors is important for energy-efficient air pollution control systems and that it is a continuous process which must be maintained and optimized”, explains Jens Alber.



### **About Keller Lufttechnik:**

Clean air during production: Keller air pollution control systems have ensured the filtration of foreign substances from the air for close to a century. Keller has contributed to workplace well-being and environmental protection in the industry. The family company, now run by its fourth generation, employs 370 people – at the parent company in Kirchheim, as well as in Switzerland, the USA, and China. Keller maintains representative offices in 16 other countries. As a developer and manufacturer of high quality air pollution control systems for almost all aspects of industry, Keller offers a comprehensive range of services from plant design to assembly and maintenance. Keller specialists are well-known for their realistic solutions when managing innovative or especially challenging tasks.

### **Link:**

Keller Lufttechnik: <http://keller-lufttechnik.de/>

Copy or link provided free of charge upon request.

**Please see our „Info Center“ to download product literature pertaining to this press release:**

**<http://keller-lufttechnik.de/de/Infocenter/PR/Presse-Informationen.php>**



**Image 1:** Each step in the collection and separation process, the optimal design of the entire system, as well as its maintenance and care are the core elements which ultimately influence the system's efficiency.



**Image 2:** With its GREEN BALANCE slogan, Keller Lufttechnik GmbH + Co. KG commits to reliable and future-oriented management of all resources - supporting technological progress, addressing operational concerns, and establishing social goals in order to safeguard the environment.



**Image 3:** Keller air pollution control systems have provided clean air for more than a decade by separating foreign matter from the air, thereby making a significant contribution to workplace health and environmental protection issues in industry.

#### Press Contact

Keller Lufttechnik GmbH + Co. KG  
Michael Hack  
Neue Weilheimer Straße 30  
73230 Kirchheim unter Teck  
Phone +49 7021 574-165  
E-Mail: michael.hack@keller-lufttechnik.de