

**Dear Valued Partner**

It certainly has been an exciting lead into spring and summer for Torin-Sifan – from our successful attendance at ISH in Frankfurt and the **Revolution 360** product launch, together with the ongoing interest this has created...through to the development of our new-look **website** (feedback is always welcome).

What is for sure is that the common theme we are seeing from the Torin-Sifan viewpoint is one firmly centred around initiatives involving EC technology. Whether it's a new HVAC product range, or the refurbishment of an existing installation, it pays to bear in mind the likely requirements of the ErP Fan Directive 2020/21.

Let me also take this opportunity to introduce our new Export Sales Manager, Efren Rivera, who joined us in April. Efren will be instrumental in boosting the level of sales support we can provide outside the UK as we look to expand our international business.

Please read on for more detail on these Torin-Sifan initiatives.

Kind regards,  
**Paul Kilburn**

**Web version**



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## Export Sales Manager

Torin-Sifan is delighted to introduce Efren Rivera, who brings a wealth of experience to the role of Export Sales Manager.

Efren is currently focussed on providing sales support and business development for our existing export accounts – if you have any specific product related enquires, don't hesitate to **contact him**.

Efren brings over 9 successful years of sales and market development within the HVAC industry, having worked at an international level for some prominent pump manufacturers, further raising their business profiles across both the distribution and OEM manufacturer sectors.

I'm sure you'll join us in wishing Efren well for this new role with Torin-Sifan!



## Innovative Refurbishment

The OEM manufacturers that Torin-Sifan work with are also known for their innovation. We are proud to be supporting our customers in some major refurbishment projects focussed on the replacement of outdated AC motor technology products and retro-fitting with the latest technology EC direct-drive fans.

Torin-Sifan **High Efficiency ECDDC fans** are being used as direct replacements across a number of OEM HVAC systems. This is enabling building owners to benefit from the significantly lower running costs of EC products, together with better control of the conditioned-air – all without the high capital investment costs (and installation inconvenience) of a new, full replacement system.

Do you have experience of something similar? Looking at opportunities like this? **Contact us** to discuss how this is best achieved.



## OEM Product Development

A leading European manufacturer of air-conditioning and cooling systems has recently chosen Torin-Sifan EC direct drive fans to form an integral part of a new OEM product development.

This newly updated precision air-conditioning unit features **EC Direct Drive fans** which ensure energy savings through increased efficiency, combined with much greater levels of control.

Torin-Sifan is proud to be a part of this successful project. Our track record in EC motor/fan development has supported our ability to provide flexible service arrangements coupled with on-going rapid response from our UK facility.

Are you embarking upon a product development or enhancement? Why not talk with **Torin-Sifan** about our own product optimisation and customisation services?



**torin-sifan**  
The Partner of Choice



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