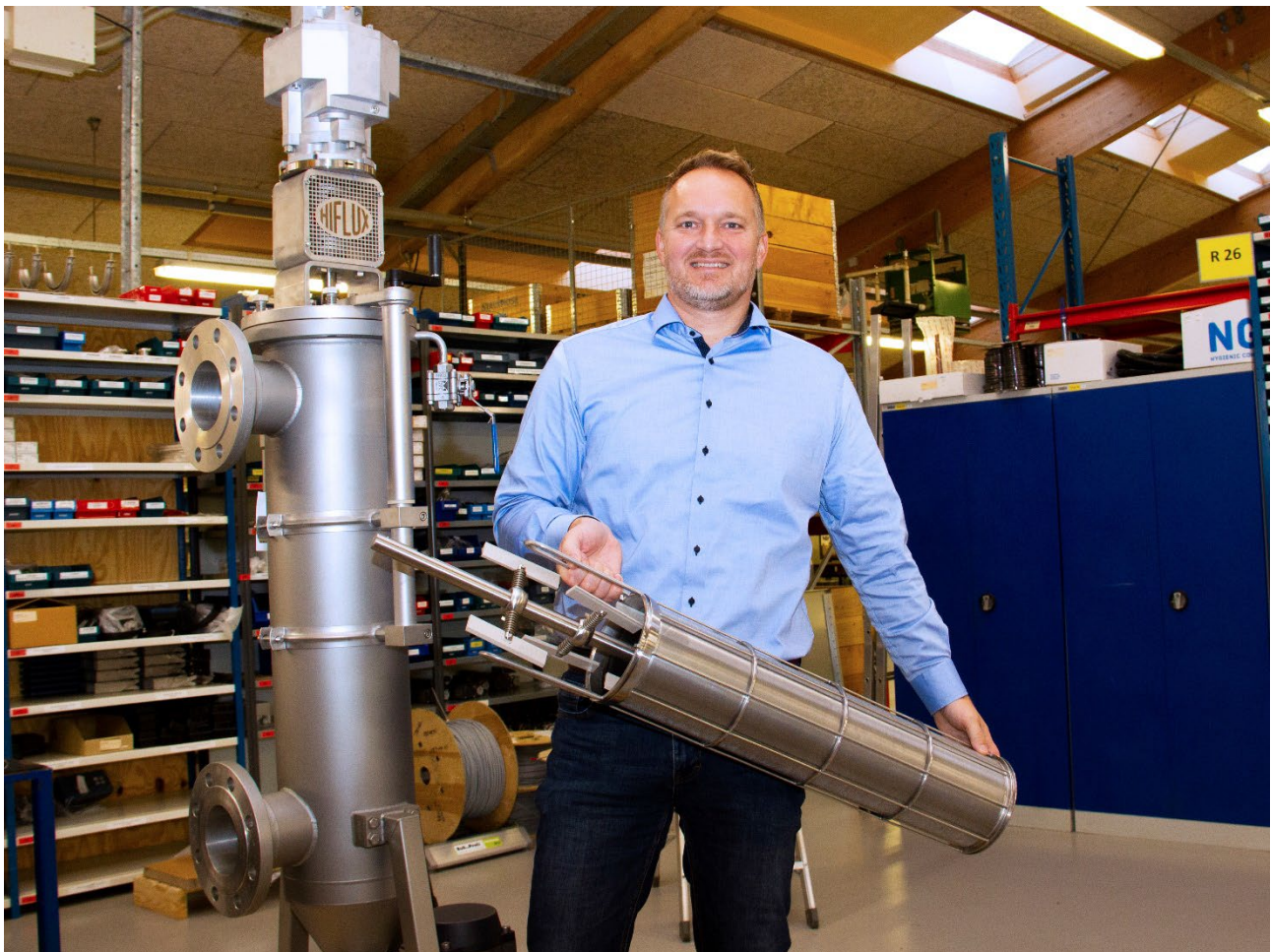




## High demand for energy-saving liquid filtration

In 2022, HiFlux Filtration A/S has made its mark on several production optimisations in the global industry. The manufacturer of fully automatic liquid filters located in Denmark can look back on a quite satisfactory year, in which it has also escalated its European partnerships. The efforts in the export market are the main reason why the sales of the customised filtration solutions have taken another leap upwards. Sales Director Martin Holgaard believes that the industry's strong focus on energy-saving measures has helped to further boost interest.



"We listen carefully to the challenges we are presented with. For several years, our development efforts have focused on reducing customer costs through energy-optimised filtration. Transporting fluid from A to B in a closed system is a costly process, and the energy crisis has put the costs even more into perspective," says Martin Holgaard, explaining further that extensive operational data from existing installations and CFD analyses have provided even more in-depth evidence of the efficiency of the Auto-line self-cleaning automatic filters. This has attracted considerable interest in 2022, with a record number of projects and production expansions worldwide.



"All our core segments are growing, but the food and chemical sectors have been particularly interesting sectors. In these industries, investment in automation processes is unprecedented. We are also going down that road ourselves, and have installed the first robotic cell in our production," Holgaard says.

### **Increased trade fair activity with partners**

HiFlux Filtration A/S has in the past year welcomed several new employees, expanded the branch office in the Netherlands and entered into a cooperation with a new partner in the UK. At the same time, the company has taken full advantage of the fact that the industry trade fairs have opened up again. HiFlux Filtration A/S has participated in a large number of foreign trade fairs and also the domestic FoodTech fair to present the latest developments on the product side and to support the European partners.

"Our growth ambitions are closely linked to our partners. That's why we visit them often, attend trade fairs and go on customer visits together. We update the common European partner platform every day, so they always have online access to the same information we have at headquarters. Partners should have no doubt about our commitment", emphasises Martin Holgaard.

### **Continued optimism**

In the coming year, the manufacturer of automatic filtration solutions will continue its intensive work on its environmental and sustainability strategy. In this context, it has joined the "Science Based Targets initiative" to maintain continuous improvements in the company's green transformation. Not only for internal reasons, but also to ensure a continued reduction of customers' climate footprint through further development of energy-saving filtration solutions. Although we live in turbulent times, Martin Holgaard is optimistic about the level of activity in 2023.

"Here at the end of the year, order closure has slowed down a bit, but we still have plenty of deals out and our pipeline is large. We are becoming better known globally, and that brings new exciting enquiries. The expectation is that we can continue to grow through product development and a targeted sales effort," concludes Martin Holgaard.

### **About HiFlux Filtration A/S:**

HiFlux Filtration A/S is a Danish company that for over 60 years has specialised in providing customised filtration solutions for liquids for the process industry, as well as the food and energy sectors. The focus is on the development and manufacture of liquid filters. Advice, problem solving, assembly and service are important elements of the company's activities. HiFlux Filtration A/S has distributors all over Europe and a branch office in the Netherlands.