

*/ Beyond Cool /*

**SPX**

COOLING TECHNOLOGIES



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***/ It's all about productivity now /***

SPX Cooling Technologies is changing the cooling industry. Transforming a “necessary expense” into a revenue-generating asset. Partnering for greater performance, whether it means capacity or cash flow. And innovating ways to make cooling technologies work harder – even beyond heat transfer.

***/ Are you with us? /***



## */ Engineering assets /*

There's a reason why we engineer every tower to exacting tolerances, right down to the way we distribute water over the fill.

It's the same reason we invest in the industry's most advanced research and development center, so we can explore innovative designs, breakthrough materials, and best-of-breed technologies.

It's because over time, superior engineering pays – in the form of reduced operating costs and increased output.

After all, we believe cooling's most valuable contribution is not just performing to spec, but improving performance.



/ NOT JUST PERFORMING TO SPEC,  
BUT IMPROVING PERFORMANCE /

/ MAKING COOLING MORE FLEXIBLE –  
ON THE JOB AND ON THE BOOKS /

67,000	137,000
70,000	140,000
88,778	89,678
88,351	117,451
13,737	74,637
29,500	70,400
43,115	84,015
63,991	104,891



## ***/ Operational and management flexibility /***


Productivity isn't just about towers anymore.

It's about leveraging our financial strength to deliver surprising, innovative ways to make cooling more flexible. On the job. And on the books.

Like productivity programs, designed to realize every throughput opportunity.

Like cold water outsourcing, which puts the responsibility for tower ownership where it belongs – on us, the ones who know this industry cold.

And financing, to help make cooling a cash-flow positive transaction for the very first time.





## ***/ Innovative applications /***

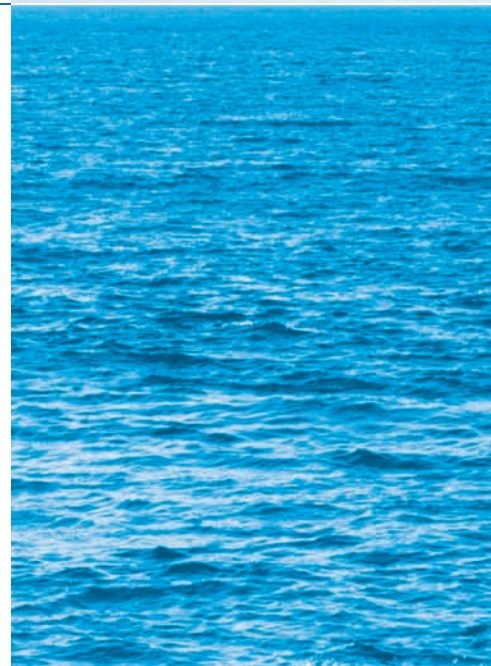
Of course, cooling can impact much more than plant and process productivity. This is where SPX gets really creative.

Now, similar technologies can be used to conserve – even reclaim – precious resources and reduce industrial waste.

Which is why we offer solutions such as water treatment and plume abatement to help you meet new mandates – economic, environmental or otherwise.

And why we provide non-cooling applications to emerging markets in need.

/ S



The background features a blue gradient that transitions from a light, clear blue at the top to a darker, textured blue at the bottom, which depicts the surface of the ocean with gentle waves. A white rectangular block is positioned in the top right corner.

SUPPORTING NON-COOLING APPLICATIONS,  
LIKE WATER CONSERVATION /

/ PARTNERING  
FOR THE LONG-TERM  
AND THE  
BOTTOM LINE /





## ***/ Value partnership /***

This is a new beginning for cooling, and it requires a new approach: Partnership.

One that builds on communication. A deep understanding of our industry and your process. And time spent on-site auditing and refining.

And one that involves engineers, plant managers, CFOs – frankly, everyone who stands to benefit.

Then one good thing leads to another.

Performance increases. Productivity increases. Profitability increases.

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***/ That's Beyond Cool /***

**Let's get started.**

Call 913 664 7400 or visit [spxcooling.com](http://spxcooling.com) to find out how we can make cool things happen at your organization.



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