

Industrial Liquid Filtration and Separation Equipment

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## PARTICULATE MATTERS

### New Puroflux email addresses

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Effective immediately all Puroflux email addresses will end with @puroflux.com. The current @attglobal.net suffixes will remain valid indefinitely. We recommend using the @puroflux.com suffix to avoid possible future miscommunications. *Have a safe and happy holiday season!*

### Puroflux Corporation Promotional Items

During the course of our travels, all salespeople receive requests for promotional items. Puroflux is reviewing the possibility of having an online store for everyone to order Puroflux promotional items more efficiently. The online store would be set up for each rep to have one point of contact for ordering promotional items. Your input will be of tremendous assistance:

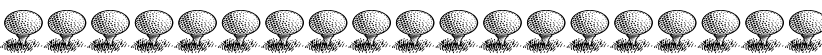
### The Basin Sweeper Myth

Basin sweeper systems are fast becoming a favorite cooling tower accessory among facilities managers and maintenance personnel. The *myth* of a basin sweeper system is that your customer will have a completely "dirt-free" basin requiring zero maintenance. In reality, this would require enough "jets" to cover every square inch of the basin area. The more jets; the more flow required. The more flow required; the bigger the filter/separator package. This ultimately increases the price of the system and reduces the customer's return on investment.

- The **primary** function of a basin sweeper system is to **provide an effective method for the removal of suspended solids** from cooling tower basin water. By keeping more solids in suspension and directing them toward the filter/separator suction, there is a better chance for those solids to be removed.
- The **secondary** function is a **reduction** in maintenance. By directing more particulate to the filter/separator for removal, there will be **less** solids deposited in the basin. Thus, reducing the frequency of shut downs for cleaning

Setting the right expectations from the start of the selection process will create a happier customer in the long run.

1. Would you be interested in buying your promotional items online?
2. Is co-branding an option you would like available?
3. What types of items would you like to see available?
  - Shirts
  - Caps
  - Pens
  - Coffee mugs
  - Wall calendars
  - Golf balls
  - Note pads



### Puroflux 2007 AHR Expo Golf Tournament

Don't forget to RSVP by December 29, 2006 to [djamison@puroflux.com](mailto:djamison@puroflux.com) or [bfish@puroflux.com](mailto:bfish@puroflux.com) as space is limited. The golf tournament will start at 9:00 a.m., Sunday, January 28th at the Cowboys Golf Club in Dallas. The tournament format will be a four person scramble.



We are open to your suggestions to make promotional items easily accessible to all of the reps, and ultimately promote your company along with the Puroflux line of filters and separators. For a demonstration of an online promotion store, please visit: [Wilmington Finance Store](#)

Success story **REWARDS**...Have you written an article that you would like to share? Do you have any recent success stories, photos of installations, or before and after effects of filtration? If so, please forward them to me via email at [djamison@puroflux.com](mailto:djamison@puroflux.com). Puroflux is offering a \$25.00 gift card reward for submissions published in "Particulate Matters".

### Upcoming Puroflux news:

- **AHR Expo - January 29 - 31, 2006 Dallas Conventions Center: Puroflux booth number 1440**

To remove your name from our mailing list, please [click here](#).

Questions or comments? E-mail us at [djamison@puroflux.com](mailto:djamison@puroflux.com) or call (805) 579-0216