



Industrial Liquid Filtration and Separation Equipment

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PARTICULATE MATTERS

Puroflux welcomes new Sales Manager

Puroflux would like to welcome its newest team member, Dennis Jamison. Dennis came to Puroflux on August 1, 2005. His primary responsibility as Regional Sales Manager will be a liaison to all Puroflux representatives throughout the U.S. In addition to traveling to each sales office, Dennis will be sending this bi-monthly newsletter via email informing reps about product enhancements, benefits, and industry news. Dennis will be happy to conduct sales/customer training and make sales calls with Puroflux reps during his travels.

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Typical induced draft, cross-flow cooling tower.

Did you quote sweeper piping and cleaning jets? Why not?

Filtration or separation of cooling tower system water is limited to the particulate matter that is in suspension (the state of a substance when its particles are mixed with but un-dissolved in a fluid or solid). The concept of the cleaning jets is to keep the basin water in a state of motion suspending particulate matter, and directing it to the filter pick-up point. Without sweeper piping and the use of cleaning jets, filters and separators will only capture particulate matter that does not settle (i.e. particulate that remains in suspension) in the collection basin. In conjunction with a Puroflux media filter or separator, basin sweeper piping and cleaning jets will keep dirt from accumulating in the collection basin. This will reduce the frequency of manually cleaning out the basin, reduce water treatment costs, and help to eliminate corrosion, fouling, and clogging within the system. Puroflux can assist in the design of a piping system, along with strategically placed cleaning jets, for any cooling tower application.



...are you comfortable telling the boss that the A/C system had a costly unscheduled shutdown... because you saved a few dollars by putting off the installation of a Puroflux filtration system?

November Topics....

I would like this to be "our" newsletter. Therefore, I am open to any input that you may have. Have you written an article that you would like me to include? Are there questions you would like answered in the newsletter? Do you have any recent success stories or pictures showing before and after effects of filtration? If so, please forward them to me via email at djameson@attglobal.net and I will be happy to include these items in future newsletters.

Is value engineering always a value for the end user?

Your cooling tower system bid is over budget. What can be done to cut costs on the project? Value engineering, an organized approach to the identification and elimination of unnecessary costs, is sometimes used as a means to justify the elimination of cooling tower filtration equipment.

Can a cooling tower system run without a Puroflux Filter or Separator? Will the cooling tower system perform to its full capacity with minimal maintenance? How much will the monthly maintenance of an unfiltered system cost? How much will one hour of unscheduled down-time on your cooling tower system cost your company? How many

its full capacity with minimal maintenance? How much will the monthly maintenance of an unfiltered system cost? How much will one hour of unscheduled down-time on your cooling tower system cost your company? How many times have you sold a filter or separator as an after market item versus with a new installation? Are after market installations more expensive than if included with the original project?

Let us look at a fictional scenario. If a \$150,000 project is over budget by \$10,000, many times the filtration equipment is engineered out to eliminate “unnecessary costs”. Yes, your system will run without filtration, but does this really save the end user money? More than likely not. Value engineering out the filtration equipment on the initial installation may cost the end customer more money in; higher maintenance costs, unscheduled downtime, and possibly higher after market installation costs.



A cooling tower is inherently an air scrubber, filtering dirt and dust from the air into the system water. This dirt and dust will accumulate in the basin, pipes, and heat transfer equipment causing corrosion, clogging, and fouling. This dirt and dust accumulation can be cleaned manually, but that will require many man-hours each month to keep the system running efficiently.

Depending on how critical your cooling system operation is, in many cases a Puroflux filter or separator can pay for itself by eliminating one unscheduled shutdown. Add to this; less maintenance hours, lower operating costs, and less chemical usage and a Puroflux filter not only pays for itself, but continues to save money long after the initial investment. As an engineer, are you comfortable telling the boss that the A/C system, which helps cool the computer room, had a costly unscheduled shutdown because you saved a few dollars by putting off the installation of a Puroflux filtration system?



Don't forget that we manufacture custom UL Control Panels for just about any application!

Upcoming events: Puroflux Corporation will be exhibiting at the following trade shows:

- AWT: Water Technologies Convention and Exposition, September 21-24, 2005, Palm Springs, CA. www.awt.org
- WEFTEC.05: Water Environment Federation, October 30-November 2, 2005, Washington D.C. www.weftec.org
- AHR Expo: International Air Conditioning – Heating – Refrigerating Exposition, January 23-25, 2006, Chicago, IL. www.ahrexpo.com



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