

“We use fluid analysis, experience with thousands of specific applications and dozens of industries, and ongoing communication—with other processors and OEMs/consultants—to help these customers tune these systems, and anticipate possible mechanical issues and prevent them from becoming problems.”

The Loop (continued from p. 3)

As mentioned, the heat transfer fluid is the common element, the one thing that runs through all parts of the system. So for customers that use our products, Paratherm likes to be a trusted advisor when help is needed. We use fluid analysis, experience with thousands of specific applications and dozens of industries, and ongoing communication—with other processors and OEMs/consultants—to help these customers tune these systems, and anticipate possible mechanical issues and prevent them from becoming problems.

In *this* loop, we’re helping you help your customers, and you’re helping us help our customers. These are customers that we share, anyway.

And these customers are helping you and us help each other.



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Case Histories on the Web

Paratherm has published over a dozen case histories covering the heat transfer fluids and system cleaners in action, in a variety of industries and applications. Many of these stories are available in print, in PDF format, and for online download. In fact, a number of them have ready links, on the Paratherm product page they are associated with.

Here is a list, of the products, sector, and brief titles, of case histories on the Paratherm website:

Product	Industry	Subject
Paratherm CR™	Chemical	Specialty Chemical Production Doubles
Paratherm HE®	Plastic	Short-Run Molding
Paratherm MR®	Plastic	Blowmolding
Paratherm OR®	Metals	Magnesium Thixomolding
Paratherm NF®	Chemical	Additive Extrusion
Paratherm SC®	Metal	De-Sludging Heat Treating Application
Paratherm LC™	Lamination	Cleaner Restores Performance

To read these case histories, visit the product pages and look for the top link in the navigation bar on the right.

Visit the Heat Transfer Fluid pages at http://www.paratherm.com/heat_transfer_fluids.asp

Visit the Sludgebuster pages at http://www.paratherm.com/system_cleaners.asp

For more case histories, call your sales rep (they're listed below).

Specifying, approving, or recommending Paratherm to your customers doesn’t just put the finest of heat transfer fluids into their systems. Paratherm’s ongoing service helps the customers keep their production running smoothly. And, with six warehouses in North America, Paratherm can ship any time and within hours to meet emergency needs and prevent shut down of a line.

Plant managers and maintenance managers appreciate such thoroughly serviced products. These professionals value programs that help them keep

the monkey wrenches out of “the works,” and hanging in their proper silhouettes on the masonite.

Specifying Paratherm—and Paratherm support—keeps the equipment running smoother, longer, and better.

Specifying Paratherm makes those managers’ lives easier, and lightens *your* work load.

That’s why the new tagline for this Specifier Support Program is:

**Specify Paratherm...
Then Relax™**

GEORGE WILT Tech Support/Sales Midwest, Northeast, E. Canada
GREG JERDAN Tech Support, Sales Middle Atlantic, Southeast, Southwest, W. Canada
GEORGE SCHRIEBER Tech Support/Sales Meat, Poultry & Seafood Sectors
DORIS RODRIGUEZ Tech Support/Sales/Marketing Latin America & Iberia
ESTHER ROBERTSON Customer Service and Accounting

ANNE GRABOWSKI Customer Service and Marketing Assistant
ROGER FUHR IT & Operations Manager
SEAN STONER R&D, QC & QA
RYAN RITZ Hot Shot Intern
TIM DOBSON Warehouse Operator



For professionals who specify heat transfer fluids for precise uniform process temperature control

Right Now you are looking at *In the Loop*, Paratherm’s new newsletter for specifiers* of heat transfer fluids, especially Paratherm heat transfer fluids.



You’re probably darting a nervous glance or two, also, at the tall, handsome **ceramic pencil caddy** on your desk, its calm and methodical characters doing things with a sticky dark blue substance in a situation that anybody in their right mind would be crazy to be calm and methodical about.

This, the **First Edition** of *In the Loop*, devoted entirely to thermal fluid specifiers, will try to justify its existence by explaining two things; 1) itself, and 2) the pencil caddy. And because it’s the first edition of what

will be a continuing series, it may attempt to explain a thing or two extra in the mix.

The Pencil Caddy The Fluid Side

We Paratherm folks would be simply thrilled to have you keep a reference on your desk of the most basic functional criterion of our product line. If we sent you a piece of paper with this handily graphical temperature data on it (and we probably have), you probably wouldn’t keep it on your desk (and you probably didn’t).

So this imposing little piece of desktop furniture has the practical purpose of keeping writing instruments standing upright and organized, *and* the enlightened purpose of keeping Paratherm’s temperature range and

Fluid Analysis Data Sheet Revised

Jim Oetinger has revised and updated the Paratherm technical data sheet explaining the Fluid Analysis process; the sampling procedure, the lab tests, and their interpretation and use in preventive maintenance and system troubleshooting. Download the new edition at <http://www.paratherm.com/usersguide.asp> or send Jim an email at joetinger@paratherm.com and he'll reply with the PDF attached.

“Somehow, a member of the Sludgebuster cartoon cast got lost during the booth-graphic and pencil-caddy production process...”

product line in view. And because it also shows you how to contact us five** different ways, the Pencil Caddy provides at-your-fingertips access to all the services, support, and information residing at Paratherm Corporation.

It also displays a new slogan. This slogan is just for you. We’ll get back to it later.

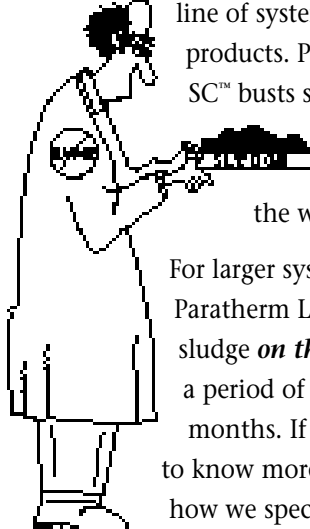
The Sludgebuster™ Side

If you spin the pencil caddy 180° you’ll see those oddballs with the TNT, broom, bass-ackward wheelbarrow and magnifying glass again.

SLUDGEBUSTERS™

is the new name describing Paratherm’s line of system-cleaning products. Paratherm SC™ busts sludge overnight or over the weekend.

For larger systems, Paratherm LC™ busts sludge *on the fly™* over a period of weeks or months. If you want to know more about how we specify the



* For the purposes of simplicity, we’ll use **specifiers** to signify those that specify, recommend, list, suggest, mention, or vaguely wave in the general direction of brands of heat transfer fluids.

** Counted ‘em up and only got four? The fifth is the website, built into the email address, Paratherm.com. There are email links and contact forms all over the place there.

Pencil Caddy (continued on p. 3)

In The Loop

Paratherm's Newest Product Early-Adopted in Pharm Process

Paratherm MG™ mid-range fluid, new this year, is a food-grade non-aqueous heat/cool fluid that can eliminate some of the significant design and operational problems found in steam/chilled-water systems. The fluid is recommended for processes operating from 30°F to 500°F.

Here's the story how this new product fit the need for one of its first applications.

We had a call from an engineering company installing a plant in Puerto

“Additionally, Paratherm MG™ has a flash point of over 300°F, and due to it's complete non-toxicity, requires less environmental oversight than ethylene glycol.”

Rico for a pharmaceutical manufacturer. They had a thermal-oil heater they wanted to use for a process requiring a temperature range of around 100°F down to about 30°F. The heater manufacturer had suggested they call us.

Tipsheet™ Paratherm's short, monthly email series delivering operations tips for users of thermal oil systems, is in its 16th issue. You and your customers can subscribe and receive tips on shutdown procedures, system contamination causes and cures, problems with water in thermal fluid, fire and other safety issues, and more. This month's tip completes a 3-part series on maximizing fluid life.

Below, the titles summarize the content of the series so far, dating back to 2003.

Leakage and Combustion Issues
Minimizing Thermal Fluid Leaks
Detecting Thermal Fluid Leaks
Detecting Water in the System
Removing Water from the System
Preventing Water in the System
How to Drain Charge and Restart Thermal Oil Systems more Efficiently
Regular Fluid Analysis
Tuning your System
How to turn your Thermal Oil System into a Fire Free Zone
Proper System Shutdown
Proper System Startup
Online Engineering Resources
Leakage and Combustion Issues
Minimizing Thermal Fluid Leaks
Detecting Thermal Fluid Leaks
Detecting Water in the System
Removing Water from the System
Preventing Water in the System
How to Drain Charge and Restart Thermal Oil Systems more Efficiently
Regular Fluid Analysis
Tuning your System
How to turn your Thermal Oil System into a Fire Free Zone
Proper System Shutdown
Proper System Startup
Online Engineering Resources

- Maximize Fluid Life: Minimize Oxidation
- Maximize Fluid Life: Film Temperature
- Fluid Analysis: When and How
- Online Engineering Roundup
- Leakage and Combustion Issues
- Minimizing Thermal Fluid Leaks
- Detecting Thermal Fluid Leaks
- Detecting Water in The System
- Removing Water From The System
- Preventing Water in The System
- How to Drain Charge, and Re-Start Thermal Oil Systems More Efficiently
- Regular Fluid Analysis
- Tuning Your System
- How To Turn Your Thermal Oil System into a Fire-Free Zone
- Proper System Shutdown
- Proper System Startup

View these TipSheets in Archive form, or sign up to receive them via Email (or RSS,) at <http://www.paratherm.com/tipsheet.asp>

Don't Forget your Paracalc™

Paracalc, Paratherm's software for displaying properties versus temperature, pressure drop, and heat transfer coefficients for Paratherm heat transfer fluids, is available in two versions (for online use, or download) at <http://www.paratherm.com/paracalc2.asp>. An updated version is in development, which will include Paratherm's newer products. Expected release; Late Fall 2005.

Although the costomer had planned to circulate water or a water-glycol blend for the required temperature control, as it turned out they couldn't because the heater was designed only for thermal-oil use. In addition, they needed a completely non-toxic, food-grade oil due to the requirements of the pharmaceutical manufacturing process.

Thermal oil brands tend to have a wide range of temperature capability, but that range tends to lie between about 100°F and 650°F, or higher.

For this lower temperature range, the engineers ended up specifying Paratherm MG™ heat transfer fluid, a new food-grade (NSF HT-1) synthetic-hydrocarbon-based thermal oil with a range from 30°F to 500°F. It serves the low temperatures required by the process, delivers the required cooling capacity, and is compatible with the engineering and components (o-rings, seals, and gaskets) in the oil heater that prohibited use of water or glycol blends. Additionally, it has a flash point over 300°F, and due to its complete non-toxicity, requires less environmental oversight than, for instance, ethylene glycol.

Info: http://www.paratherm.com/heat_transfer_fluids.asp

In The Loop

Pencil Caddy (continued from p. 1)
Sludgebusters, give us a call or drop us a line.

The Sludgebusters side of the pencil caddy is based on a trade show booth.

Somehow, a member of the Sludgebuster cartoon cast got lost during the booth-graphic and pencil-caddy production process. Cutting-room-floor sort of thing.



Jim Oetinger (left) and John Fuhr finalizing the Pencil Caddy design.

We felt bad about it, though*, so we actually named this character Buster, and installed him on the

“What’s the one thing that all parts of the loop have in common? That’s right, the heat transfer fluid.”

website, on the Sludgebuster webpage at http://www.paratherm.com/system_cleaners.asp

The Loop, and the Other Loop

Each of our customers has one. Some have several, or even many. You, whether you’re delivering heaters or heat users or engineering services or all of the above, are building them or designing them—or parts of them. We’re talking *loops*.

The heater, the piping, filters, valves, users, reservoirs or expansion tanks, bypasses, pumps and overflow lines. The *system*, the *circuit*, **The Loop**.

What’s the one thing that all parts of the loop have in common? That’s right, the heat transfer fluid.

But there’s another loop, and you’re in this one too. That’s why we created this newsletter, and called it **In the Loop**. It’s the loop consisting of you, us, and the customer. The loop of

Survey Says...

Late in 2003, Paratherm sent a postcard survey to about 2,500 customers. We wanted to find out more about their needs and concerns. We offered a Paratherm ball cap and work gloves for responses.

We received about 135 replies, and responses were overwhelmingly positive. We’ve been considering posting some of the results at **Paratherm.com**.

This is where you come in. We’d like to test this concept *with you*. There’s a secret web page at Paratherm.com where you can see a little sample of what this kind of testimonial marketing might look like. On this secret web page, at the bottom, is a link to a very brief survey asking for opinions of the concept.

<http://www.paratherm.com/feedbacks>

people that have knowledge about these indirect process-heating applications, and work together to keep them running productively.

The Loop (continued on p. 4)

* Remember how Kevin Costner’s entire part was cut from The Big Chill? That musta hurt.

