

In The LOOP

Spring 2014

Volume 4

Heat Transfer Fluids • System Cleaners • Application Expertise

Lubrizol, The Additive Company

If you've ever had the pleasure of listening to old-time radio programs, you may have heard commercials for motor oils and gasolines that were quite different than they are these days.

The 40s and 50s were the heyday of development for automobiles, mechanized transport, roadbuilding, infrastructure improvement, and industrial sophistication in general. The marketing communications for the energy streams that powered our lives, and the tribology that kept all those rotating and impinging metal surfaces efficiently lubricated, focused on two things when you boiled it all down; refining, and additizing.

Those old radio commercials (and magazine print advertising and early television ads as well) were dominated by foods, household goods, health and beauty, tobacco, and automobile-related items. Post-war America was booming industrially and petroleum was the source stream for energy, lubrication, and novel chemical feedstocks to fuel the boom and keep it growing and improving.

Communications from petroleum refiners and blenders like Atlantic, Signal, Richfield, Sinclair and Cities Service were all about preventing corrosion and increasing horsepower and longer engine life and sticky valves and knock prevention and better mileage. Demonstrations of these power and performance advantages in newsreel films and early television promotions included walking/talking/smiling flames, "Riding on the Film" (demonstrated by ice skaters), and a curious feature showing automotive pistons fired like mortar shells out of an open engine block into a lake with floating distance flags marking every 50 yards.

But behind the scenes, the additives the blenders employed to engineer these performance and efficiency improvements were manufactured, by and large, by a company named Lubrizol.

Lubrizol was formed in 1928, starting with products and equipment to enhance lubrication performance by adding finely powdered graphite to motor oils. By 1944, just 16 years later, the company was credited by the US government with supplying well over half the lubricant and fuel additives used in the allied war effort.

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1988, Paratherm Corporation is Born

Let's fast forward about four decades to the late 1980s, when Paratherm Corporation opened its doors for the first time.

This was the infancy of the internet era, and the digital information explosion was just beginning to take

off. The products and persuasions used both in popular media as well as industrial marketing were changing. The reason you didn't (and don't) see as much gas and motor oil advertising harping on the underlying technology that refines and additizes

fuel and lubricant products is because of what business experts call "The Product Life Cycle."

Newer products improved by refining advancements and augmented by "packaged" additives had become, as Theodore Levitt conceptualized in his groundbreaking

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1928: is born and is one of the first to add graphite to motor oils, changing efficiency for automobiles forever



1944: Lubrizol supplies well over half the lubricant and fuel additives used in the allied war effort.



1988: Paratherm Corporation starts with troubleshooting and preventive maintenance, quick turnaround, and great heat transfer fluids



2012: Paratherm Corporation becomes part of Lubrizol. Their unique blend of products, expertise, and service provide a powerful combination for our clients.

2014: After one year, Lubrizol has invested in major upgrades and expansions to Paratherm's own fluid-analysis lab, and is working towards expanding heat-transfer fluid analysis to locations in Asia and Europe.



1920's

1930's

1940's

1980's

1990's

2000's



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1965 Harvard Business Review article, “expected” by the marketplace. By now *everybody’s* fuels and lubes contained upgraded refining and high-tech additives, so mentioning these in marketing communications had become ho-hum. It’s what’s called a mature market.

So industrial startups in the 80s and 90s (like Paratherm) tended to focus on differentiation by other means than products alone. They brought additional value to their customers that existing suppliers weren’t offering. Mostly, application knowledge, additional services, attention to detail, speedy delivery, expanded availability, outsourced maintenance, and other assistance that the customer needed but couldn’t get otherwise, except through costly 3rd party services. And leaner plant-operation teams needed Paratherm’s enhanced technical assistance and faster turnarounds on shipments, fluid analysis, and troubleshooting inquiries. Perhaps such added value could be considered a new kind of additive.

The more successful older companies in mature industries also saw this trend and, to thrive and survive, embraced it. One of those companies was The Lubrizol Corporation.

Paratherm Joins Lubrizol

In December of 2012, after 24 years of steady growth, privately held Paratherm Corporation became a part of Lubrizol.

John C. Fuhr founded Paratherm in 1988 and served as president and CEO for all those 24 years. Fuhr, who sold Lubrizol Paratherm’s assets and edged toward retirement with a consulting contract to help with the transition, felt good about the “fit” of his company within the engineering and innovation culture of Lubrizol. He was also proud that Lubrizol and CPI Engineering, the Lubrizol division that evaluated and

completed the acquisition and now manages Paratherm as part of the larger company’s Industrial Fluids unit, recognized the unique blend of products, expertise, and hard work that made Paratherm successful in a niche of the process industries that neither of the larger acquiring organizations serve directly. And of course, Lubrizol has become much more diversified now, with two major branches, materials and fine chemicals, each with dozens of divisions, and has achieved high ranks and prizes in all sorts of recent categories, including America’s best places to work, top performing Fortune 500 chemical firm, and others.



One Year Later: January 2014

While taking a strong interest in our success, our performance, and the procedures that enable us to satisfy our specifiers and customers, Paratherm’s new managers have largely kept a *hands-off* attitude toward managing our day-to-day operations. Management, staff, human resources in general, and suppliers are virtually unchanged. We continue to strive toward incremental improvements in how we supply and support our customers, but we’d do this anyway.

Except for our GM, George Schreiber, everybody here still reports to the same manager. Other than that, the majority of the changes made by Lubrizol and CPI have been *additive* rather than transformative. We’ve added great new members to our engineering and sales team. We got new computers, new data and software capabilities, and have joined Lubrizol’s data-service network, so most of our information now resides in databases in Ohio rather than here in Conshohocken. We’re working together with CPI and Lubrizol to extend inventory to many of their modern international warehousing locations. Talks are underway to also add heat transfer fluid analysis capabilities in Lubrizol laboratory locations in Asia, Europe, and other countries. Lubrizol has invested in major upgrades and expansions to Paratherm’s own fluid-analysis lab.

After one year, Paratherm can confirm: Lubrizol is in the *additive* business.

Please join us in welcoming James Walzer and Mike DiGiacomo to Paratherm



Meet Jim Walzer:

Jim Walzer is a technical sales and business development professional with over 25 years of experience; selling capital equipment and aftermarket components to the manufacturing fluid process industries, and public and private utilities. Jim has also held industrial staff positions as plant manager; maintenance engineer, quality manager and wastewater treatment manager with companies having a major presence including Georgia-Pacific, GAF, and Pepsi Cola. Jim's primary focus is sales to select industries including petroleum, alternate energy, wood products and pulp and paper in the United States and Canada.



Meet Mike DiGiacomo:

Mike started with us back in August 2013. His diverse background developing new business and technical sales will serve him well in his role here at Paratherm. He will be responsible for servicing all accounts west of the Mississippi, along with some Canadian territories.

Mike brings with him 10 years of experience in consultative sales and strategic planning. He holds a Bachelor of Arts in Biological Sciences from The University of Delaware.



Stay In The LOOP about Paratherm's past and present news on our blog by clicking on <http://www.thermal-fluids.com/>

- Icing a Diamond
- Successes of 2013 Move into 2014!
- Cleaning Your Heat Transfer Fluid System for Optimal Performance
- National Manufacturing Month
- Heat Transfer Fluids: A Driving Force of the Asphalt Industry
- Sampling Part 2: Where and How
- Proper Fire Prevention and Safety in Laundries
- Heat Transfer Fluids: Who and What Are They For?
- FAQs about Plastic Injection Molding Temperature Control



Some *Glove* for you from Paratherm

Underwater Hockey Gloves

No, we're not suggesting you take up a new sport. Unless it piques your interest and you really want to.

That's just our favorite example of a very specialized glove. There are hundreds. (Look it up, it's a real sport, no kidding!)

But seriously, gloves go back thousands of years, for protective as well as insulating purposes. Beekeeping, meatcutting, sandblasting, jousting...

So without further ado, with this year's **In The Loop**, enjoy a pair of **Paratherm.com** utility gloves that are suitable for electrical and light industrial work. Give us a call if you would like a pair of Paratherm imprinted leather palmed work gloves, probably better suited if you want to handle a sample jar of hot thermal oil.

Speaking of Sample Jars

This is a reminder about heat transfer fluid analysis. Getting an analysis of the heat transfer fluid once a year is essential for a systemwide health check. Like bloodwork, periodic analysis and comparison of this year's viscosity, distillation, and acid number against last year's can show trends that might clue you in to possible upcoming issues with the equipment itself. Let's work together to prevent them.

FREE Fluid Analysis Offer!

Analysis of Heat Transfer Fluid is an important predictor of equipment issues that may not yet show up as reduced efficiency or productivity.

Fluid analysis can also confirm and pinpoint suspected issues in components such as heaters, piping, filtration, heat users, and expansion tanks.

Unlike competing services, Paratherm fluid analysis, when performed as part of an ongoing preventive maintenance program, shows historical data in a graphical format.

This at-a-glance reporting delivers plant and maintenance managers better insight for decisions regarding the fluid's and the system's production, upkeep, and general well being.

(To see a 1-minute video of the complete Paratherm Fluid Analysis Process, including sampling, testing, reporting, and followup, log on to [www. http://www.paratherm.com/resources/articles-white-papers/fluid-analysis-a-preventive-maintenance-tool/](http://www.paratherm.com/resources/articles-white-papers/fluid-analysis-a-preventive-maintenance-tool/).)

** The Paratherm Fluid Analysis is normally billed at \$450 List Price.*



2014 Trade Shows

January IPPE: Georgia World Congress Center, Atlanta, GA – Booth 3763

Bioenergy: Omni Hotel @ CNN Center, Atlanta, GA – Booth 314

GPA: Omni Hotel, Dallas, TX – Vendor Night in the Dallas Ballroom

NISTM: Orlando, FL – Booth 509

NEFTEGAZ: Russia – Pavilion 3, Booth 3H69

ILTA: Houston, TX – Booth 1001

Global Petroleum Show: Stampede Park, Calgary, Canada – Booth 7730



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Production Coordinator
Sales Support Representative
Regional Sales Engineer
Warehouse Specialist
Food Industry Team Leader

Gabe Melo
Cheryl Nolan
Jim Oetinger
Betty Ouadah
Ryan Ritz
Esther Robertson
George Schreiber
James Walzer

International Sales Manager
Marketing & Clerical Assistant
Director of Technology
Administrative Assistant
Regional Sales Engineer
Office Manager
General Manager
Sales Engineer