

www.paratherm.com Website Overhaul Design Objective: Better Usability, Easier Navigation

New Website: Same as the old website, but not really. Different, with a new look and feel, but with the same valued information, in the same places ... mostly.

The website at Paratherm.com is a workhorse. In a way, it performs many of the same duties that the people at Paratherm carry out daily for customers, design engineers, fluid specifiers, process managers and maintenance professionals;

- Deliver important technical details about heat transfer fluid products. Product data, safety data, typical properties and thermal properties.
- Provide technical advice on hot-oils, and system maintenance, safety, and reliability.

- Explain Paratherm's focus on services: fluid analysis, timely response to sales and technical inquiries, fast shipments for critical uptime needs or 24/7 emergencies.

The Paratherm.com site was last overhauled in 2012, which doesn't seem all that long ago, but is of course equivalent to several decades in internet years. The 2012 edition performed its multiple purposes well, and was well liked by its audience of users, as well as the important web engines that find and index it.

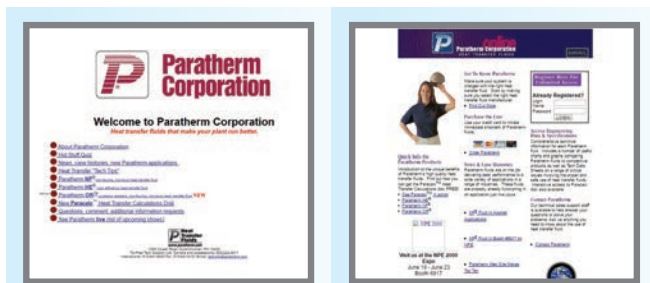
Our challenge was to keep all this good content, and yet, make the modernized interface faster, more intuitive, and easier to use.

And, make it all work better on any platform you choose – Desktop, Laptop, Smartphone or Tablet.

Visit the new Paratherm.com, and then let us know what you think!

See images below for the timeline history of the Paratherm website since 1997.

Paratherm's Website Evolution Timeline, Then and Now



1997



2000



2004



2012



2016



New Building

Paratherm has moved and we're in a beautiful new space!

We are all settled into our new headquarters building located at 2009 Renaissance Boulevard, King of Prussia, PA, USA. Our new facility allows us to continue to provide the superior service you have come to expect from Paratherm. But now we have a state-of-the-art presentation space, equipped with large display screens so we can comfortably invite groups for demonstrations and training. This also allows us to include off-site groups through the use of webcams. All in all, a new building, a new space — so we can better assist you in our commitment to service your indirect-heating processes.



Training Sessions

With our new and modern space, we're now able to host our visitors with meeting facilities for small and medium-sized groups. Our training programs can be customized depending on your plant needs for a one-to-two day training. Qualified Technical Service Engineers will discuss such hot topics as:

- Safety Training
- Thermal System Maintenance and Operation
- System Inspection, Training and Certification

Training and educational sessions will also include time in our Paratherm Fluid Analysis Laboratory. Learn safe and proper techniques to take a fluid sample to send off for fluid analysis. Delve into what each test means and

how each fluid property impacts your system performance.

On-site trainings at your plant site are also available. Our Fluid/System Engineers will include a preliminary walkthrough and inspection of your thermal fluid systems to better customize the subject matter to your specific process. We're here for you after the training to provide post training support with a training summary report, troubleshooting checklists and optional fluid analysis. Call your Sales Engineer for more information.

ON-SITE Hot-Oil System Training

Topics Include:

- Safety & maintenance
- Operating guidelines
- Maximizing fluid life

- Conducted by industry leading thermal fluid experts
- Preliminary walkthrough & inspection of your thermal fluid system
- Post training support including training summary report, troubleshooting availability and optional fluid analysis
- Fully customizable to suit your plant needs

Now offering in-house training programs at our state-of-the-art Paratherm facility



Employee Spotlight



Ed Delate

Paratherm – Heat Transfer Fluids announces that Mr. Edward Delate has assumed the role of business director, following the retirement of general manager, George Schreiber. The changeover took place October 1, 2015.

Delate's previous experience includes serving as the vice president of global engineering, corporate social responsibility, and safety at Keystone Foods, a division of The Marfrig Foods Group. Before joining Paratherm, Delate worked closely with top global food-industry companies. His senior-level executive experience in the food industry, BS in chemical engineering and MBA further his capabilities to bring excellence to Paratherm's customer service focus.

Guided by his predecessor, Delate recognizes Paratherm's history and legacy. He is already carrying on with a similar work ethic to support and serve the group's mission, and his inherited personal mission, of exceeding high customer service expectations. He continues to emphasize the necessity for excellent products, sample testing, analysis and a high quality technical operation. Under Delate's guidance, the Paratherm team will maintain its collaborative efforts, focusing on existing and new customers alike.

Expanded Lab

Our expanded lab gives us the opportunity to boast a little about our stellar fluid analysis program. The new lab has more than twice the space of our previous lab. The Paratherm Fluid Analysis Laboratory analyzes over 1,000 individual samples each year. We pride ourselves on our verification and quality control criteria. We also run new product research and development evaluations and fluid batch quality assurance.

Paratherm's state-of-the-art technology guarantees that our customers have efficient turnaround time and verification of fluid analysis results. The advantages of testing with the Paratherm Fluid Analysis Laboratory brings our customers significant savings versus using a third party lab service. We're proud and excited to share these value-added services and competitive advantages with our customers.

The Paratherm Fluid Analysis Laboratory

The Paratherm Lab Analyzes Over 1000 Individual Samples per Year

- Primarily supporting the Fluid Analysis Program
- Verification of Quality Control Criteria
- R&D Evaluations & Fluid Qualification
- Expanded Lab 2x Increase in Space & Capability

Qualitative Evaluation

- Visual Examination of Key Physical Characteristics Requires the Experience of Working with 1000's of Samples Over Many Years
- Assessment of Subtle Variations in Color, Odor, Consistency, Clarity, Sediment, etc.

State-of-the-art Technology

Agilent 7890a
Gas Chromatograph

Cannon Automated
Kinematic Viscometer

Mettler Toledo
AutoSample Titrator

Comprehensive Testing Capability

- ASTM D2887 – Simulated Distillation by GC
- ASTM D445 – Kinematic Viscosity @ 40 oC
- ASTM D664 – Total Acid Number (TAN)
- ASTM E1064 – Water by Karl Fischer Titration

FA Laboratory Advantages

- Efficient Turnaround & Verification of FA Results
- Significant Cost Savings vs. 3rd Party Lab Service
- Value Added Service & Competitive Advantage
- Technology That Reflects our Service Reputation

2016 Trade Shows

World of Asphalt: Music City Convention Center, Nashville, TN – Booth 2525

Wood Bioenergy & Panel World: Omni Hotel at CNN Center, Atlanta, GA – Booth 314

NISTM: Rosen Shingle Resort, Orlando, FL – Booth 507

ILTA: George R. Brown Convention Center, Houston, TX – Booth 1001

Global Petroleum Show: Stampede Park, Calgary, Canada – Booth 1582



Coffee Cups and Heat Transfer

Paratherm Coffee Barrel

Heat Transfer Fluid is usually delivered in barrels.

With this issue of In The Loop, we present you with the Paratherm Coffee Barrel.

This versatile stainless-steel item has a Gel-Skin Paratherm logo, (to remind you where to get or specify your hot oil) it can cool a 12-ouncer like a can sleeve, and its handle-less design could also hold pens and pencils on your desk or work table, with its wide and stable barrel stance.

Yes, the barrel shape was intended to tie in to drums of heat transfer fluid. But the relationship to Paratherm's work and purpose doesn't stop there...

This little barrel is actually a jacketed vessel. Now, in most cases, when you think of Paratherm and a jacketed vessel, the Paratherm is circulating through the channels in the jacket, heating and/or cooling the contents. In this case, the jacket contains air, which is of course an excellent temperature insulation medium.

For several days we ran an experiment. Yes, we could have

done this in our new lab, (see page 3) but it was scientific enough here at Paratherm's communication desk.

- Arrive at office 8:00 AM, fill two cups with hot coffee. (Coffee A in ceramic mug, coffee B in insulated barrel)
- Start working. Drink the coffee.
- Observe temperature differential in the two coffees.

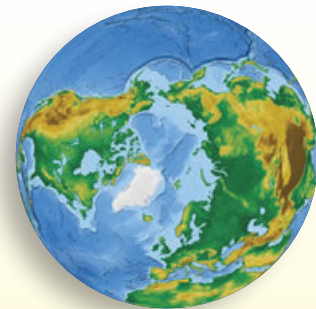
Result: The coffee in the insulated barrel stayed much hotter much longer. That's the idea. And, if this was heat transfer fluid circulating in a system, the insulated example would be saving a lot of energy. But when insulating a heat transfer system, there are areas where you don't want to insulate, or where you use specific materials. See Paratherm's 3-part series on Insulating Hot Oil Systems at the Paratherm Fluid Force Blog. <http://www.thermal-fluids.com/index.php/2010/12/insulation-part-1/>

And enjoy your coffee. Or tea.

Paratherm's Extends Globally

While Paratherm is already well known in the industry for our presence throughout the US and Canada, we also have a global distribution channel and support capabilities that we are quite proud of. And now, as a result of being acquired by The Lubrizol Corporation in 2012, Paratherm has a physical presence in 8 countries, effectively extending the reach of our capabilities across 6 continents. We are genuinely excited about our recent growth and honored to be serving this industry on a truly global scale where we can continue to aid in its progress and become the leading source of heat transfer fluid solutions and distribution.

To inquire more about our heat transfer fluids, hot-oil systems cleaners, or technical services around the world, please visit Paratherm's international support page at <http://www.paratherm.com/worldwide-distribution/>



Did you know...?

Paratherm now has websites in four languages.

1. English www.paratherm.com
2. Spanish www.fluido-termico.com
3. Portuguese www.oleo-termico.com.br
4. Chinese www.paratherm.cn



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