Introducing the New Paratherm Website!

The new design of the Paratherm website improves user interactivity and increases availability of the technical content.

Even before joining the world wide web in 1996, Paratherm believed in an educational, informational approach to its audience of engineers, plant managers, and maintenance professionals.

Paratherm’s Technical Data Sheets, a series of one-to-two-page articles covering important aspects in the operation, maintenance, and design of hot-oil temperature control systems, were routinely sent via postal mail in response to product inquiries and sales leads. Many hot-oil system users relied on this advice, whether they became Paratherm customers or not.

Information is easier to find

“At the core of our beliefs is education,” says John Fuhr, President and CEO of Paratherm. “Not many fluid manufacturers have invested in technical expertise and customer training the way we have. Our Technical Data Sheets are one example.”

Still evolving, those datasheets have been revised and expanded. They have been reformatted as web pages and PDF files. They still form the heart of information Paratherm shares with hot-oil system users throughout the world — only now, the sharing is more often electronic, via direct download on the web, or through email subscriptions.

Paratherm’s Technical Data Sheets, now over 20 in number, are still available in our new website, in the Resources section.

The redesign, at www.paratherm.com, modernized the look and feel of the website, last updated in 2003. “Web users, as well as search engines, have evolved over the past nine years,” says Andy Andrews, Paratherm’s Marketing Manager, who is overseeing the new design. “The challenge now is to make all the information easier to use and to find, both for the human using the CPU/Browser interface, and for the indexing functions of search engines such as Google.”

Improved interactivity for the user was also a major objective in the redesign process.

“It’s no longer sufficient to expect a web visitor to feel satisfied with a one-way process, reading the web contact and then reacting accordingly, perhaps with a phone call, or an email,” says Andrews. “These days, internet users expect options, choices in how they receive information, and how they might respond. So we built in handles for these functions. Our web visitors can subscribe to receive, for example, our User’s Guide technical data sheets, in regular installments via email.”

Yes, those same Technical Data Sheets mentioned above, as forming the heart of Paratherm’s educational information, dating

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Troubleshooting specific applications

In the December 2011 issue of Chemical Engineering Magazine, Para
therm’s director of Technology, Jim Oetinger, wrote a feature article about troubleshooting specific applications using indirect-heating systems and heat transfer fluids. (Our working title for the article was “Anatomy of a Heat Transfer Fluid Analysis, but the editors went all-engineer on us and titled the piece “Troubleshooting Heat Transfer Fluid Systems.”)

The article covered, in some detail, five actual cases where we had performed fluid analysis on working systems, found issues, identified “culprits”, and suggested solutions;

- A large facility where production had decreased. The thermal fluid sample, extracted at operating temperature, was nearly solid at room temperature
- A poultry processor suffered reduced throughput from a continuous convection oven. Fluid analysis was normal, but further investigation revealed a coil blockage problem.

- Pressure fluctuations in another chemical facility, where fluid deterioration was suspected, turned out to be due to a far more common villain.
- A hot-roll calendaring operation was experiencing repeated seal failures on rotating joints. Forensic persistence found high iron content in the suspended material in the fluid analysis.

TJ Morris, who for the past two years has very capably served as Paratherm’s sales engineer for the Poultry and Meat industries, left Paratherm in April to fill an application-engineering position with a manufacturer of heat processing equipment.

While Paratherm seeks a qualified replacement, TJ’s responsibilities will be handled jointly by George Schreiber, and by Director of Technology Jim Oetinger. We have valued TJ’s association with Paratherm, and we believe he has served you and the industry well. We all wish him well in his future endeavors.
The Paratherm UnSubmerged Blog

Paratherm is blogging. Not frequently, but whenever we come across subjects we want to air out...

The blog is called “Unsubmerged Info.” In it, we go a little deeper into some of the topics and ideas we care about. Of course, we cover Heat Transfer Fluids, and their applications, and the equipment. But we also discuss other things; some business technology, some engineering history.

For instance, we reviewed some online virtual trade shows, and the internet platforms where they’re hosted. We explored a little about how business and industrial publishers are lagging behind consumer publishers in formatting their content for newer devices such as e-readers and smart phones.

And we use the blog to introduce the technical content we later use in our monthly Tipsheet series. Tips about maintaining and operating hot-oils and hot-oil systems. So if you’re already subscribed to Paratherm’s Tipsheet, and you’re really just interested in the “meat and potatoes” and not the trimmings, you’re all set. If you’d like to read our thoughts on some bits and pieces beyond our immersion in indirect heating and thermal processing, check out the blog. Here’s the link... http://www.thermal-fluids.com

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Information is easier to find all the way back to the company’s founding in 1988.

The new web design also features prominent inquiry forms and general newsletter subscription forms on every page of the site. Other quick email options, for individual product information, and short technical tipsheets are located elsewhere on the site, easily found as you browse through the product information.

Links to detailed product information on Paratherm’s 8 heat transfer fluids and 3 system cleaning liquids, descriptions of Paratherm’s services, and other resources such as articles in industry trade journals are also presented in the site’s navigation.

Links to Facebook, Linkedin, and the Paratherm Blog are also available for social media users.

Meet Gabe Melo!
Business Development Manager
Central America
Mexico
South America
Portugal and Spain

Melo’s background with Latin American business and his cultural and language skills in Portuguese, Spanish, and English round out his business skill set and will serve him well in his new role. He will manage current distribution and develop new distribution relationships along with providing service to client companies directly in these parts of the world.

Mr. Melo brings with him 7 years of experience in new business development and international sales. He holds a business management degree from West Chester University of Pennsylvania, and is currently pursuing his MBA in international business.
Thirsty?

Just in time for the scorcher days of summer, we’re throwing in a cool, cool Paratherm water bottle with this year’s edition of In The Loop.

This 26-ounce aluminum cylinder, in the steely metallic blue reminiscent of Superman’s comic book hair, will keep your hydration chilled and tasty in any circumstance. With a screw-on lid, a food-grade (Just like Paratherm NF!) liner, and a matching carabiner, you can tuck this 2 11/16 diameter (or 72.5mm — we measured it with last year’s caliper) H20 vessel into a bike-frame holder, hang it from your rucksack, or secure it to your parachute for sipping at terminal velocity. Gunga Din would be impressed, and even Kipling himself, with his notoriously bad eyesight, would certainly be able to discern the screamingly obvious logo from a distant 100 meters or more through arid desert air, blowing sand, and those squiggly mirage heat refractions. (Don’t forget to remove the ‘biner from inside the bottle!).

Paratherm was one of the many exhibitors at the NPE2012 conference and trade show in April. Congratulations to our three winners! Tony Ingle, CMI, Ball Ground, GA; Walter Harfmann, Darnel Inc, Monroe, NC; and Hal Button, Akrochem Corp, Barberton, OH. They visited our booth and entered our contest and won a Nook Tablet along with a system fill of Paratherm OR™ Heat Transfer Fluid.

2012 Trade Shows:

**Biodiesel Conference**: Gaylord Palms Convention Center, FL

**Informex**: Morial Convention Center, New Orleans, LA

**NPE**: Orange County Convention Center, FL

**GPA**: Hilton Riverside, New Orleans, LA

**ILTA**: Hilton Americas, Houston, TX

**Achema 2012**: Frankfurt, Germany

**Jed Seybold**, Paratherm’s Senior Global Business Development Manager will be exhibiting at Achema 2012 in Frankfurt, Germany this June. Achema is the world forum of the process industries and the trend-setting technology summit for chemical engineering, environmental protection and biotechnology. This is the leading international meeting point for decision-makers and experts from all related industries.