



PRESS RELEASE

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Paratherm's Immersion Engineering™: Re-Defining Technical Support for Heat Transfer Fluid Systems

West Conshohocken, PA, USA (PRWEB) August 11, 2009 — Paratherm Corporation launched "Immersion Engineering" January 1st and is re-defining technical support for HTFs (heat transfer fluids) and industrial processing systems with a comprehensive bundling of services which include: fluid analysis, fluid maintenance, training, troubleshooting and consulting.

This in-depth fluid and system technical support is available to current process-industry customers— and even companies using competitors' fluids can gain on-demand access by entering a credit card for immediate help.

Paratherm has a half dozen "Immersion Engineers" (technical representatives) poised and ready on-the-phone and computer to handle HTF questions, troubleshooting and emergencies. Jim Oetinger, Director of Technology, leads this problem solving team of degreed engineers with a wealth of industry experience. Mr. Oetinger has over thirty years experience in chemical-related industries and has authored numerous articles on heat transfer fluids, systems and applications for trade and technical journals.

"Our technical staff is deeply immersed into fluids and processing systems. These people are dedicated and highly experienced at solving problems over the phone, it is like having an expert on site at your facility to guide you through maintenance and emergencies," remarked Oetinger. "In fact, if necessary we will come to your location to get your system up and running."

"Immersion Engineering" is defined as the art and science by which Paratherm Corporation service specialists and engineers evaluate, understand, and improve heat transfer fluids, and processes. It involves everything from fast response, emergency delivery, system and fluid monitoring and process troubleshooting— and is available whether your brand is Paratherm or any other.

The idea for "Immersion Engineering" was generated from a customer-service oriented philosophy. "We reach into the marketplace with online and mail surveys to find unmet product and service needs in the HTF and processing industries. This program addresses the greatest needs of original equipment manufacturers (OEM) and users, and the many facility and plant managers we have surveyed," said John Fuhr, President of Paratherm.

"Immersion Engineering" caters to providing support and solving customer problems in: fluid analysis, fluid maintenance, training, troubleshooting and system consulting. In-depth description of these services is available at <http://services.paratherm.com> where a credit card can be used to engage these technical services.

Fluid Analysis

Heat transfer fluid analysis is an area of great importance to keeping these fluids and their systems performing at their peak, and should be conducted annually—or more frequently in demanding applications. Paratherm has conducted thousands of fluid analyses (in many cases for competitor's fluids) to keep systems running smoothly.

The most critical analysis tests are: *acid number* which shows current oxidation levels and helps in predicting future fouling and sludge problems, *viscosity* to see if the fluid has become too thick to transfer heat and *distillation range* which determines if the fluid has been chemically altered due to overheating.

For \$250-450 expert technical staff will walk clients safely through taking and submitting a sample and then evaluating the results of the analysis. If fluid degradation has been determined, problems within the system can be pinpointed and repaired before serious product quality issues or production shutdowns occur, saving money and increasing efficiency.

Fluid Maintenance

Fluid maintenance is another key component of "Immersion Engineering" and is closely tied to system performance and fluid analysis. Most thermal fluid systems are generally boring pieces of equipment to operate. The only data that can be monitored - pressure and temperature - typically don't change much until there is a mechanical problem with a pump or a thermocouple. This often triggers an immediate interest in the condition of the fluid which results in a rush a request for a fluid analysis. Paratherm encourages regular analysis as a better way to proactively monitor system health; think of it as the bloodwork for an annual physical—for your heat transfer system.

Paratherm's Fluid Maintenance Program provides routine feedback on customers' thermal fluids, eliminating surprises. A sample kit is sent out on an agreed upon schedule, the fluid is tested and compared to previous samples. This provides insight into what is going on with the fluid, how the fluid has changed and most importantly what corrective actions need to be taken to keep the system running smoothly.

So never get surprised by a fluid problem again. Fluid Maintenance Programs are \$450 a year for an annual analysis, and include a coupon for 10% off next year's fee.

Training

Paratherm will provide customers with in-depth training programs to create maintenance schedules and checklists ensuring proper care of fluids, systems, equipment and preparing staff to respond in emergencies. Training in these areas provides long-term value for companies so that systems run properly, don't break down and operate safely. Many emergencies can be avoided by performing routine maintenance and knowing where to inspect for the most common problems. These programs pay for themselves many times over in reduced equipment replacement costs, system downtime and peace of mind.

Troubleshooting

The mission of "Immersion Engineering" is to solve problems in HTF and processing systems. This service is invaluable in times of crisis and is available from \$250 per inquiry. "Our technical experts are standing by ready to guide customers through problems from failed pumps, heaters and leaks to fires. There just aren't many problems that our technical staff haven't seen and solved. Clients will benefit from reducing: energy consumption, risk of fire and explosions, employee injury and production downtime," stated Rich Clements, COO and VP of Operations at Paratherm. "Think of us as a deeply committed, expert extension of your staff."

Consulting

Paratherm engineers will help add components to an existing system or contribute to the design of a new one for maximum efficiency. With "Immersion Engineering" companies can go online and take advantage of this service priced from \$250-1000. Get started by providing a system drawing, process application, operating temperature, flow rates, current fluid, age of the fluid, heater type and characteristics of the expansion tank. At this point, it is a matter of scheduling a time to review the system and determine what equipment will best meet product quality specifications and production goals. The technical staff is very familiar with the highest quality equipment manufacturers' specifications and how to incorporate them into various industry applications.

"Immersion Engineering" is the evolution of an ongoing commitment to customer service. Paratherm's efforts have long been focused on their clients' applications, systems and operations with expert assistance and quick turnaround being top priorities. The firm's belief in advising customers with responsiveness and expertise is embodied in the long-standing company slogan, "Engineering...not voicemail." Orders can be filled quickly (and in urgent situations very quickly,) because the company warehouses product in six North American locations and five overseas in Europe, South America and Asia.

Founded in 1988, Paratherm Corporation has become a leading U.S. manufacturer of specialized heat transfer fluids and system cleaners. The firm offers a wide range of heat transfer fluids (currently 9 fluids and 2 cleaners) covering temperatures from -148°F to +650°F. Paratherm serves a diverse number of industries including the chemical industry, food processing and plastics manufacturing to name a few of the more prominent ones.

For information on Paratherm fluids for hot and cold process applications and details about the new "Immersion Engineering" program– contact Andy Andrews at Paratherm Corporation, 4 Portland Road, West Conshohocken, PA 19428. 800-222-3611 or 610-941-4900, (Fax 610-941-9191)

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