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Purafil Preps for Data Centre World in London

DORAVILLE, GA – [Purafil Inc.](#) and its local representative firm, Prisma Services Limited, will exhibit at the 4th [Data Centre World Conference & Expo](#) on March 2-3, 2011 in one of London's premier, historic event venues, [Olympia](#) of the [EC&O](#) group. Purafil's contamination control experts will be on hand at booth #C86 to discuss the latest innovations in [mission critical](#) environmental monitoring and filtration solutions.

Data Centre World Conference & Expo visitors can discuss customized strategies developed to [control gaseous and particulate contamination in data centers](#) with Purafil's Global Mission Critical Technology Manager – Chris Muller – who has developed the most comprehensive design guide for establishing and maintaining data center environments for the protection of today's IT and datacom equipment. International magazines have published articles highlighting data center filtration written by Purafil's staff. Purafil's professionals have also conducted presentations from the world's largest HVACR exposition to private meetings and trainings.

More than 2,300 will converge at Data Centre World. In 2010, which was coined "UK's leading data centre event." Visitors agreed that the show provided "an excellent one-stop-shop for all interested in data centres" and a "high caliber of exhibitors" and an opportunity to be "amongst industry leaders." According to last year's statistics, 57% of the attendees from the cooling, heating and ventilation and power management industry expressed intent to make a purchase. Data centre design and build professionals ranked second in their intent to purchase with 39%. In addition to the exhibits and intriguing conversations and sales solutions, the expo will also host 48 industry-specific sessions with expert speakers. The scheduled topics include "Datacentre economics," "Data centre surgery" and "Lessons from the trenches".

For over 40 years, Purafil has been the world leader in designing, engineering, and manufacturing gas-phase air filtration systems, air monitors, and UL classified granular media. Purafil maintains nearly 30,000 installations in cleanroom, commercial, industrial, archival, and water-wastewater treatment settings worldwide.

Purafil's ongoing commitment to quality, customer satisfaction and safety are exemplified by earning the latest [ISO 9001:2008 certification](#), numerous industry awards and an obligation to the research and development of new clean air technologies.

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