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Purafil's New Odorcarb Ultra Media Can Conserve Energy and Cut Consumption Costs

DORAVILLE, GA – What do compact fluorescent light bulbs, hybrid vehicles and The Rocky Mountains have in common? They are all directly related to a strong effort to promote sustainable energy awareness and overall global energy efficiency. As the world's population continues to mount and people live longer lives, they are also using the Earth's resources in staggering amounts.

As companies, products and services continue to profess their green initiatives with environmentally-friendly labels, Purafil remains on the cusp of the gas-phase air filtration industry. Several years ago, Purafil began aligning its production process and products with the expansive energy conservation movement. Purafil's patented, UL-classified, ISO certified media can offer significant energy savings in existing installations. Purafil's [Odorcarb™ Ultra](#) medium is manufactured as a spherical pellet with a lower pressure drop than competitors' non-spherical media pellets. Odorcarb Ultra has a recommended face velocity of 100 feet per minute (0.51 meters per second) with a pressure drop of only 1.85 inches of water gage (461 Pa) per foot of media (0.30 m). Competitors often design systems at 60 feet per minute (0.30 meters per second) and their accompanying, non-spherical media may have a pressure drop of approximately 2.0 inches of water gage (498 Pa) per foot of media. Adding Purafil Odorcarb Ultra to competitors' units will result in a pressure drop of only 0.46 inches of water gage (115 Pa) which is **nearly four times less** than the competitor product. The significant reduction in pressure drop equates to eye-opening energy savings for new customers.

Competitor systems with non-spherical media do not provide uniform packing, which may cause media settling over time. Initially, media settling indicates an inaccurate benefit. The lower pressure drop is due to air by pass within the media bed. Will Purafil's competitors' media perform in a Purafil system? No. The mechanics of gas removal prevent our competitors' media from effectively removing the contaminants while saving energy. Purafil media are designed to remove chemicals by chemisorption, which is a chemical reaction between the contaminant and the active ingredient in the media.

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Yet, most competitors' media undergo adsorption or a surface phenomenon where the contaminants are attracted to the surface of the pellet. Therefore, competitors' systems are designed at a low velocity to broaden the time span for this surface reaction to occur. Purafil media can be successfully used in competitors' systems. However, interchanging competitors' media in a Purafil system will increase the pressure drop and cause adjustments in the blower, thereby potentially decreasing the energy efficiency.

For over 40 years, Purafil has been the world leader in engineering and manufacturing of gas-phase air filtration systems, monitors, non-hazardous and UL classified granular media. [Purafil's Environmental Systems Division \(ESD\)](#) was created in 1987 and is currently the leading manufacturer of dry-chemical media and scrubbers that eliminate problematic gases in the water and wastewater industries.

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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