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Breathing easier

Purafil cleans air in buildings across the globe

Located inside a tiny sliver of Gwinnett that rests in Doraville, a manufacturing company is extending the county's possibilities of global notoriety.

Purafil, Inc., a company that manufactures clean air solutions that eliminate and control corrosive, odorous, hazardous and toxic gases, is selling high-tech systems to clients in 60 countries. For more than four decades, Purafil has not only developed unique air filtration products in order to provide an undeniable necessity - clean air - but the manufacturing company has also successfully capitalized on the demands of its global customers.



"The fact that we are so diversified from a geographic standpoint is one of our strengths," says CEO James (Jim) Mash, whose products are used in airports, hospitals, universities, cleanrooms, museums, pulp and paper mills, oil refineries, and water and wastewater facilities around the world.

"We're also diversified from the standpoint of the market sectors we're in."

That strength, he adds, translates to a strong defense against potential downturns on any area of the map or in any particular industry. It has also helped the company, purchased by the Michigan-based Kaydon (NYSE: KDN) in 2005, amass a client list that includes Michelangelo's Sistine Chapel ceiling in The Vatican City, The National Archives in Washington, D.C., and the Hubble Space Telescope Cleanroom in Greenbelt, Md.

It also has clients closer to home.

"We were having problems with food odors coming from our kitchen exhausts," says Vincent Alfieri, director of engineering for the Georgia Tech Hotel and Conference Center. "The odors were going through the intake air for the conference center. Purafil came out and redesigned our outside air units and made a filtration system that eliminated the odors. Our air is nice and fresh. They've done a good job for us."

Despite its location in a modest town and a modest two-story building, Purafil's advances as

the leading manufacturer of air filtration products, equipment and air quality monitoring instrumentation is no small feat. Mash credits the very heavy emphasis on research and development as another foundation of the company's success. Quartz crystal technology, for example, enables clients to monitor air quality in real time.

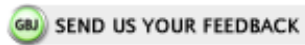
The technological advances have garnered a trophy case full of awards. Topping the list is a prestigious award from the same entity that previously heralded the first microwave oven and the first copy machine. Other big wins include the 2004 United States Environmental Protection Agency Clean Air Excellence Award, the 2003 Environmental Business Journal Business Achievement Award for Technology Merit, the 1993 Fast Tech 50 Award, the 1992 R & D 100 Award, the 1992 World Trade 100, and the U.S Presidential "E" and "E" Star Awards for Commerce in 1991 and 1997, respectively.

All of the work takes place inside Purafil's state-of-the-art laboratory. The Doraville HQ also houses a chemical and equipment manufacturing plant.

Next on the drawing board? Mash reports that the company is in the R&D phase on technology aimed at providing more products for the residential housing market.

Meanwhile, Purafil continues to thrive after the 2005 acquisition and the 2006 addition of Mash to the leadership team. Mash lead the company to record-breaking sales during his first 12 months on the job.

"Purafil leads the world in air filtration by always being on the cutting edge of new technology," Mash says. "Our investment in research and development is sizable and although we have competition, we have none that challenge Purafil in bringing technology to the world's markets."



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