



# SERFILCO® CASE HISTORY

## "Being the best" means using a TITAN filter

Founded in 1971 by Walter C. Prescott on the expressed precept of "being the best," Industrial Electroplating, Inc. (IEP) of Gastonia, NC (see photo below) has seen 30 years of success. Establishing a reputation for top quality achieved through the rapid turnover of their plated parts, the company's growth reflects its identity as an innovative, efficient job shop plater.



So, with the marketing effort of SERFILCO and the sales effort of SERFILCO, through J Tech of Collinsville, Connecticut, the TITAN was introduced. It is a unique filter in a number of ways. Its three most important design features are:

1. It is fully automatic.
2. It has **permanent** filter media.
3. Its flow characteristics (as shown in the graph below.)

The flow pattern shown in the graph is the thing that sets it aside from most other filters for process solutions, cleaner baths, and polishing the overflow from any design of clarifier which follows a typical metal finishing waste treatment system.

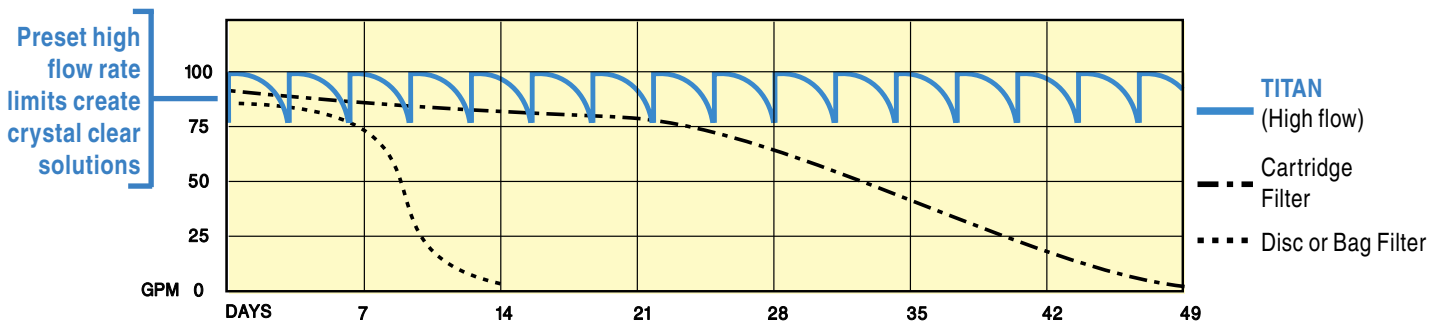
The intervals seen on the graph are the points of backwash and reestablishment of the flow. These "blips" take place automatically, triggered by the flow "drop off"

This innovation was exemplified in the purchase of a SERFILCO P200 ALK TITAN permanent media filter system for use on their 12,000 gallon alkaline zinc plating bath in May 2000. (SERFILCO is the only manufacturer of permanent media fully automatic filters in North America used in the metal finishing and related industries.) The maintenance staff had expressed their frustration in having to frequently clean the disc and tube filters previously purchased from SERFILCO's competitors.\* In order to maintain bath quality, "frequently" usually meant as often as after every shift. In addition, because of the frequency, the disposal of the media and adhering sludge had become a real problem. Management recognized the labor and disposal costs as excessive, in addition to being otherwise problematical for the staff and a potential red flag to the regulatory authority.

*\* Conventional filter designs, such as cartridge and disc are, of course, quite acceptable when properly sized and applied. After being consulted, your SERFILCO Sales Engineer can make that determination based on knowledge of the application and the customer's capital and operational budget goals.*



IEP's TITAN filter system showing control panel and piping in foreground and filter chamber in the background.



to the preset level. These will vary from a few days to a week or more depending on the contaminant loading. In the case of IEP, it is generally about every ten days. The graph lines of conventional filters are also illustrated on the graph. As time passes, the dirt loading causes the pressure differential to increase and the flow decreases until the cleaning efficiency is not acceptable. That's where IEP found itself after every shift . . . pre-TITAN!

Mr. Prescott was pleased with the TITAN's operation following the installation. His expressed feelings were, "I was impressed with the efficiency right away. It greatly reduces downtime, cleaning and disposal costs and eliminates the need for filter media change outs."

**Growth and expansion as IEC rises from the ashes**

Then, on December 31, 2000, a disaster occurred at the facility — a fire — which resulted in the loss of four plating lines and the operation of their wastewater treatment system. However, with that same resolve that caused Mr. Prescott to found the company, and with the dedication of its staff, IEP was able to begin plating again after only two weeks.

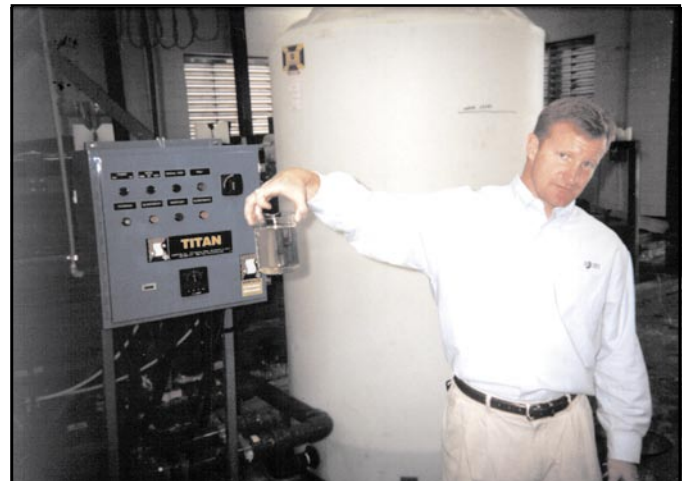


*New plating lines installed by IEP as part of their expansion after the fire at the end of 2000.*

They were also looking to the future and began planning for an expansion that included several new plating lines. Since they believed that the TITAN was "100% better" than anything comparable, they purchased two new TITAN P-200 ALK models again, for their two 10,000 gallon alkaline zinc baths which they installed in the summer of 2001.

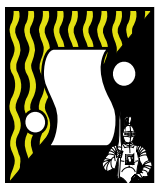


*IEP's maintenance staff and shop manager, Scott Curtis (dark shirt) observe a SERFILCO service engineer checking out the automation on one of the TITAN units prior to filter operation.*



*Pat Patterson of J Tech shows the crystal clear filtered amber alkaline zinc solution being maintained by one of the TITAN filters several months after the systems were put into automatic operation.*

After the systems were in operation for several months, Mr. Prescott was heard to say, "they work really well and we've had no problems with them." He concluded by saying, "We feel we have the best quality in the Southeast and our decision to buy the SERFILCO TITAN filters fits right in with our commitment, innovation and efficiency. We plan to purchase another system for our 6,000 gallon acid zinc barrel line soon."



**SERFILCO, LTD.**

2900 MacArthur Blvd. 847-509-2900  
Northbrook, IL 60062-2005 U.S.A. 800-323-5431  
e-mail: sales@serfilco.com FAX: 847-559-1995  
www.serfilco.com