

For Professionals Who Specify Heat Transfer Fluids ■ Engineering, Not Voice Mail™



Tipsheet Returns

After a one-year hiatus, Paratherm Corporation's popular technical Tipsheet™, a short, monthly (and free) technical email series for users of thermal fluids and hot-oil systems, returned April 4 2008 with a new installment.

Previously delivered without attribution, the Tipsheet now bears the byline and photo of its author, Paratherm Director of Technology Jim Oetinger.

The current issue of Tipsheet, titled "Thermal Fluid Properties Debunked: Minimum Operating Temperature," is

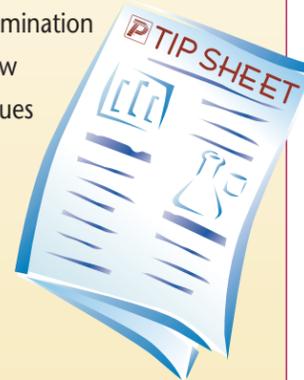
the 20th Tipsheet delivered since the series' began in 2002. The series will continue on a bimonthly basis.

Subscribers can elect to receive the Tipsheet as either email or RSS feeds. The signup page is at www.paratherm.com/tipsheet.asp

New subscribers will receive all 20 tipsheets, on a monthly basis, as well as new issues when they are released.

Tipsheet topics have included:

- Maximize Fluid Life 1: Film Temperature
- Maximize Fluid Life 2: Oxidation
- Maximize Fluid Life 3: Contamination
- Fluid Analysis: When and How
- Leakage and Combustion Issues
- Thermal Fluid Leakage
- Removing Water from The System
- Regular Fluid Analysis
- Tuning Your System
- Proper System Shutdown
- Proper System Startup



View the current issue of Tipsheet at www.paratherm.com/tipsheet.asp



Please remember, Paratherm likes shipping heat transfer fluid, sure, but we really

thrive with customers that are more than just fluid users...those processors

that come to Paratherm for something more than fluid, whether it's ready supply and fast delivery in emergencies (our 6 stocked warehouses and same-day shipping), our fluid analysis and other system services (we now do non-paratherm fluids and spent-fluid

disposal — and more), our accessible and responsive process troubleshooting and preventive maintenance — or even, in some cases, all of these. When you need an extra hand with your customers and/or hot-oil systems, give us a call.



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Jim Oetinger

Paratherm Refocuses Technical and Sales Management Roles

As you probably know, we've created a new position called Director of Technology and hired a new Sales Manager.

Jim Oetinger, who formerly headed the sales and technical functions at Paratherm, is now Director of Technology. Jim's focus is on solving heat transfer fluid problems and system issues that customers and potential customers call in about. Over thirty years in chemical-related industries give him a wide range of experience to draw from. Jim has authored articles on heat transfer fluids, systems and applications for trade and technical journals as well as speaking engagements. A member of the American Institute of Chemical Engineers, he holds an

Engineering degree from Clarkson University and a Masters of Management degree from Northwestern University.

To better focus the current sales staff of a half dozen on-the-phone (on-the-computer) technical representatives, Rich Clements, hired last July, spearheads sales in the role of Sales Manager.

Mr. Clements brings with him over twenty years of executive level sales management experience, much of it with a Fortune 500 company in industrial (chemical related) sales. As well, he holds a degree in Chemical Engineering from the University of Maryland. To round out his skill set, Mr. Clements has held positions as Product Director, Plant Manager and Plant Engineer.



Rich Clements



Monocular

Included with this newsletter is the new Paratherm Monocular.

Spring is here, and with increased outdoor activity—whether it be hiking, GeoCaching, birding, golf, or the kids' softball games—you may shortly have an opportunity to nab this nifty little optic from wherever you keep it (under your car seat?...in your briefcase?...velcroed to the top of your motorcycle helmet?) and toss it in a pocket, just in case you need to grab a closer gander at something.

The Paratherm Monocular is 8 x 21, 392FT/1000yds, with a short focus range of 11.5 feet.

In case you've ever wondered what those all mean, here you go:

8 is the *Magnification*, or how many times the image is enlarged compared to the naked eye.

Monocular (continued on p. 3)

In The Loop

Fluid Analysis Kit Make-Over

In the past, when a Paratherm Heat Transfer Fluid Analysis Kit would get misplaced in a customer's plant, it was hard to find. And many times we have had to send a replacement kit in just such an instance. The old kit was a nondescript brown box that opened on the top, with a tight-fitting styrofoam insert that was sometimes difficult to extract.

The answer? Paratherm's New, Improved Fluid Analysis Kit is white and bright, difficult to misplace, in an easy-open side-opening flip-lid style, and includes the fluid analysis sampling instructions on the outside of the box, just in case the enclosed instructions are lost. Fluid analysis kits include said instructions, a glass jar and lid, return label, and product MSDS.

“Paratherm’s NEW IMPROVED Fluid Analysis Kit is white and bright, difficult to misplace, in a easy open side-opening flip-lid style...”



What's the fluid look like? Does it have any odor?

If you've ever heard these questions, maybe you've thought about having some little samples of Paratherm Heat Transfer Fluids and Cleaners. Well, we have a few more of these display sample kits, complete with 125 ML Erlenmeyer flasks, in padded cut-outs and a rugged polypropylene briefcase for secure travel or storage. Available upon request. Pick your fluids, or we'll pick them for you.

Pick your fluids, or we'll pick for you!



Fluid Display Sample Kits Still Available!

In The Loop

Monocular (continued from p. 1)

21 is the *Objective Size*, or the size of the front lens in millimeters. The objective size affects optical performance, but increasing it also ups the size and weight of the monocular.

392FT/1000yds is the *Field of View*, meaning that when you are sitting in the bleachers 1000 yards from mid-field—dead center—waiting for kickoff at an NFL football game, looking through the Paratherm Monocular, you'll see pretty much the whole field, because the regulation length of an NFL football field is 360 feet. With a 392 foot field of view, you'll see a little of each end zone, too. (That's a pretty humongous stadium I think —

“One of our favorite little-known uses for the Paratherm Monocular is as a *Magnifier* ... Just pop your Paratherm Monocular out of your pocket, *flip it over*, and use it *backwards* to bring that fine print up clear and sharp!”

you might actually be leaning out a window of a nearby skyscraper)

The 11.5 foot *Short Focus Range* means that if your co-worker's flat screen is 11.5 feet away in the next cubicle, and you can't quite make out that AOL News Headline (does it say *Britain Fears American Dollar Devaluing?*...or... *Brittany Spears's American Idol*

Debauch?), you can grab your Paratherm Monocular, twist to the tightest focus, and put your inquiring mind to rest. It will focus clearly at that distance, but no shorter.

One of our favorite little-known uses for the Paratherm Monocular is as a *Magnifier*. Trying to read the teeny-weeny fine print on the side of that bottle of multimineral-antioxidant-gluco-chondro-cox3-herbal-enhanced *Arthritis Knee-Lube EnergyBoost Formula* supplement? Cubicle neighbor's borrowed reading glasses inadequate? Just pop your Paratherm Monocular out of your pocket, *flip it over*, and use it *backwards* to bring that fine print up clear and sharp!

You may wish you hadn't, though.

Paratherm Fluid Analysis Video

Paratherm Corporation recently produced a video designed to give a quick (one-minute) look at how easy it is to analyze the heat transfer fluid in a

system, with the added message about how fluid analysis can help pinpoint system and process problems.

“a quick (one minute) video makes analyzing heat transfer fluid in a system a breeze!”

Summary

How Heat-Transfer-Fluid Analysis Can Give Early Warnings Of Process And System Problems.

Video Topics include:

- The Fluid Analysis Kit
- Sampling temperature
- Taking the sample
- Sending sample for analysis
- Observation and lab testing
- Results and interpretations

** Paratherm Technical Services also analyzes non-Paratherm brand fluids.



See the video at <http://www.paratherm.com/fluid-analysis>

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