

Filtrair Talk

Editorial



Jan Heeringa
Managing Director

ON THE MOVE

Filtrair is really on the move. In this second edition of Filtrair Talk you will see that many activities have been organized by Filtrair. Our brand new Filtrair Academy is used extensively, not only for internal research purposes but also to train our distributors and their customers. PT Infiltraco, our distributor in Indonesia, was one of the first to visit our new centre.

If required, we organise training for the distributor as we did with the Beta staff, or externally for the distributor's customers as we did with Spectrum Filtration in India.

We are continuing to expand; in May we will introduce the PlusAir pocket filter range, of which the first details are given in this edition. We have high expectations of this new product line.

Unfortunately we also have some less pleasant news. Due to the continuously rising costs of raw materials, we have already had to increase our prices from January 1 this year, and, based on the most recent price increases, we will be forced to increase them again mid 2011. We will keep you informed.

JAN HEERINGA



Member of the Filtration Group®

New Customer Service coordinator for Filtrair : Heleen Wieten

You may have already had the chance to speak to her because in January 2011 we welcomed Heleen Wieten as the new coordinator for Filtrair's customer service.

Heleen is 36 years old, married and lives in Drachten. She has a degree in "MER" (Management, Economics and Law) and has worked in a similar position at BASF (former Johnson Polymer), where she dealt with international customers all over the world, but mainly in the Middle East, Europe and the United States. As well as having direct contact with customers, she also worked closely with

local distributors and affiliated companies. In the last few months Heleen has familiarised herself with the various processes at our



manufacturing plant and she is ready to assist you with all customer service issues. She will work with you to do her best to improve Filtrair's service.

Heleen : "Stay positive at all times"

New product PlusAir

In May 2011, Filtrair will officially showcase the PlusAir pocket filter series at the Autopromotec show in Bologna. The PlusAir pocket filter series is specially developed for multiple applications which demand high performance. The PlusAir pocket filter series is our budget range for when pricing becomes an issue. The PlusAir is made of a rigid thermal bonded media framed in a PU foamed header. All the main characteristics of the Filtrair philosophy are incorporated in the design. The PlusAir is available in the following filter classes: G4-F5-F6 and F7.

Biggest Filtration Automotive event in India held in Pune by Spectrum Filtration

On Wednesday 9 March 2011 Spectrum Filtration / Filtrair organized the biggest Filtration Automotive event in Pune. All major automotive assembly plants and spray booth manufacturers in Pune were present. Gerrit Wijbenga, of Filtrair B.V., gave a presentation on dealing with air filtration in automotive assembly plants. In the next Filtrair Talk we will give you a brief overview of this special



Mr. Vinay Bothra of Spectrum Filtration Ltd introduces Spectrum Filtration to the audience

 autopromotec 2011

BOLOGNA, ITALY
25-29 MAY 2011

Come and see us at booth C100 (Hall 25)



www.filtrair.com

Filtrair Academy

The new Filtrair Academy is officially in use from March 2011. PT Infiltraco Murni Indonesia, represented by Mr Bambang Widyanto Sudiro and his son Mr Hendra Sudiro, was our first distributor to receive training at the Filtrair Academy. Product and application training, energy consumption

analyses, and standardization training can all be carried out in the Filtrair Academy. The Filtrair laboratory can offer solutions to all kind of questions and provide product analyses to give your customers well considered advice. Filtrair can perform EN779 testing on competitors' or own make filters at our

distributors' request. We invite you to visit our Filtrair Academy. In particular, the Filtrair product training is a must for all our distributors. The features and benefits and the energy consumption of our products are key selling points for the immediate and future market growth of Filtrair products.



< Gerrit Wijbenga explains the EN779:2002 test method to Mr Bambang Widyanto Sudiro and his son Mr Hendra Sudiro



Filtrair Academy presentation room >

CEN TC 195 approves final vote for EN779:2011

The FprEN779:2011 has become the new EN779:2011. The FprEN779:2011 has been approved by 21 national members whilst nine national members abstained from voting. The new EN779:2011 will be in force by June / July 2011. The test procedure will remain the same in the new EN779:2011. The classification

system will change, in particular Annex A, minimum efficiency / discharge efficiency is now a part of the filter classification for fine filters F7, F8 and F9. The filter classes G1-G4 will not change, the F5 and F6 will become M5 and M6. The fine filter range F7, F8 and F9 will be classified on average efficiency and

minimum efficiency. The minimum efficiency is the lowest efficiency measured according to the EN779 test procedure. This can be initial efficiency or discharge efficiency (Annex A). With the new EN779:2011 fine filters can be degraded to lower filter classes as they were classified according to the old EN779:2002.

Filtrair training on site

As well as training in the Filtrair Academy at the manufacturing plant in Heerenveen, Filtrair also provides training on site. For example, at the end of 2010 sales staff at our UK Filtrair distributor, Beta Group, undertook intensive product and filtration training at their Bacup offices. This training included:

1. Forthcoming changes in standardization programs such as CEN TC 195 (EN779:2011), ISO TC 142, Eurovent certification programs and Energy consumption programs.
2. New product information for various applications, including Automotive, Industrial and HVAC applications.
3. Latest information on energy savings and how using the correct filters can produce energy savings of up to 30%.
4. Basic filtration training for Beta's increasing number of new frontline staff.

The Beta team is now fully updated on all filtration aspects for different applications. The training sessions ended with the award of training certificates to the team. "The Filtrair sales team would like to compliment Beta Group on the great effort it made to achieve this successful result."

