



The Sales Bulletin for Carlson Filtration Distributors

Carlson Web Site Review and Upgrade - Please Tell Us Your Views

Over the next few months, we will be reviewing how customers and distributors are using our web site and how it can be developed further.

So we need your views about what changes you would like to see. In particular we would like you to tell us what new features and information

would assist your sales efforts on our behalf. Changes already in the pipeline include publication of Spanish and Italian versions of the site and easier downloading of sales literature in pdf format.

Please email your views about what changes you would like us to include, to Sandra Driver at: sandrad@carlson.co.uk.

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A New Look to Carlson's Product and Application Sales Literature

Over the last few months, we've been busy expanding the scope and developing the style of our sales literature so it can best support your sales activities.

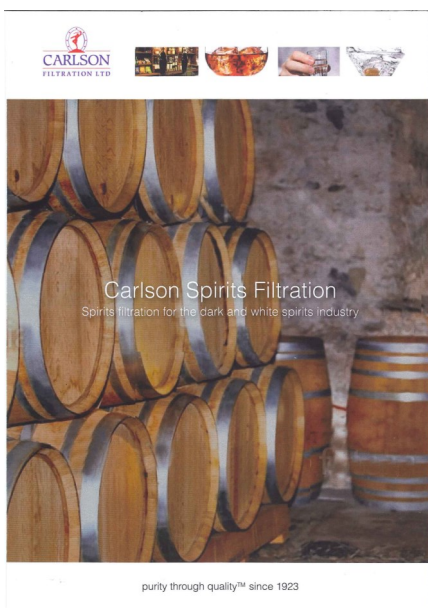
The result is a fresh new look that has been applied first to the all-new dark and white spirits filtration application brochure, that we will be publishing in the next few weeks. For the future, we'll be following this up by applying the new style to up-dated CarlBrew, CarlVin and CarLent brochures.

- ⇒ CARLCARB CARBON FILTRATION FOR FOOD, BEVERAGE, PHARMACEUTICAL, BIOTECH AND CHEMICAL USE (<http://www.carlson.co.uk/datasheets/Carlson-Carlcarb.pdf>)
- ⇒ CARLCART HIGH PERFORMANCE PROCESS AND MEMBRANE FILTER CARTRIDGES (<http://www.carlson.co.uk/datasheets/Carlcart.pdf>)
- ⇒ CARLENT HIGH PERFORMANCE LENTICULAR FILTER SYSTEMS (<http://www.carlson.co.uk/datasheets/Carlson-Carlent.pdf>)

The range of application brochures includes:

- ⇒ CARLBREW TOTAL FILTRATION FOR THE BREWING INDUSTRY (<http://www.carlson.co.uk/datasheets/Carlson-Carlbrew.pdf>)
- ⇒ CARLVIN TOTAL FILTRATION FOR THE VINTNER INDUSTRY (<http://www.carlson.co.uk/datasheets/Carlson-Carlvin.pdf>)
- ⇒ CARLBEV BEVERAGE FILTRATION FOR SOFT DRINKS AND FRUIT JUICE (<http://www.carlson.co.uk/datasheets/Carlson-CarlBev.pdf>)
- ⇒ CARLCHEM TOTAL FILTRATION FOR THE CHEMICAL AND PHARMACEUTICAL INDUSTRIES (<http://www.carlson.co.uk/datasheets/Carlson-Carlchem.pdf>)

Carlson's web site also includes lots of other useful information about filtration equipment, as well as other applications such as lubricating oil. For more information or to order hard copies, please get in touch with your usual Carlson sales contact. To download pdf files, follow the links shown above.



We're often asked about the scope of the Carlson sales literature range. So here's a resume of what's available in both hard copy and in pdf format through our web site:



Drinktec enjoys a reputation as "the world's leading trade fair for the beverage and liquid foods industry".

Drinktec 2013 is being held at the Munich Messe from 16th to 20th September this year. Carlson will be exhibiting the full range of filtration equipment and media in Hall A3 on stand number 127.

If you would like ticket vouchers for the show, please get in touch with your normal Carlson contact. or email: sales@carlson.co.uk.