



The Sales Aid for Carlson Filtration Distributors

XE Range — Important Product Enhancements

As part of our on-going product performance improvement programme we're delighted to announce the re-launch of the XE depth filter sheets range.

The principal customer benefits of the revised range include:

- * A significant reduction in drip loss during filtration
- * Improved sheet durability due to increased surface strength of the sheet
- * Improved ease of handling, particularly wet sheet removal

The revised XE series has undergone extensive testing at the Barnoldswick Technical Development Centre and during successful customer trials. The performance enhancements were achieved by reformulating the sheets using existing components. The cellulose fibre content has been increased resulting in increased strength, whilst filtration performance has been maintained by

modifying the filter aid blend.

Carlson's General Sales Manager, Sandra Driver, says: "Launching the revised XE range provides our distributor partners with another important competitive performance advantage, at no increased cost to the customer. We urge everyone involved in selling Carlson's products to emphasise the benefits outlined above and the following:

- * The revised XE range complies with all current food contact regulations
- * There is no difference in price
- * Sheet filtration performance is maintained
- * The revised XE range further strengthens Carlson's commitment to the quality and performance of the filtration product range"

For more information, please see www.carlson.co.uk or contact; sales@carlson.co.uk.

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All New Filtration Flow Test Rig

We are delighted to announce a major investment in depth filter sheet water flow rate testing. This new system represents another step in our commitment to ever increasing customer support.

The new fully automatic flow rig features more precisely controlled pressure and water temperature and very accurate water flow measurement. After a long period of correlation between old and new test rigs, all product testing moved to the new test equipment on 8th August 2011. It's important to note that there is no change in product flow rates.

If you would like any further information please contact sales@carlson.co.uk.



The 24th SIMEI beverage trade show will be held at the Fiera Milano trade centre from 22nd to 26th November 2011.

Through our Italy distributor, **Arnoldo Bassi**, we will be featuring a selection of the latest developments in our product range at Stand 11 in Hall H10. Please feel free to come along and see us at the show if you can.

More information is available about SIMEI at www.simei.it.