Step By Step, the Best Filter Can Be Created

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"People function in business the way they function in their personal lives. To make it easier on users, Larox made the Web site like a car quotation Web site." That's how Brian Mawson of Larox Inc. described the intuitive nature of the company's new sizing and specification tool, myFilterCreator, during its first public demonstration at the Achema trade show in Germany. The online tool allows users to safely input process data and liquid-solid separation requirements into onscreen modules in order to receive key data on equipment including pricing. It's designed to enable those who have the appropriate test or production data, as well as the necessary process details, to use this information to find the optimal equipment for a specific process. They can size the equipment and, by adding their specification requirements, produce a quotation in PDF format containing full technical specifications and standard drawings. They can then place an order for the filter created. The tool can be found at www.filtercreator.com.The company also has introduced the myLarox channel for the marketing and distribution of recently announced standardized products for solid-liquid separation including the Hoesch membrane and chamber filter presses and Pennevis RT filter. It will operate as a parallel operation to the Larox CPI and M&M marketing channels.

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