

## Comparison Table (iCerMax™ vs Other Brands)

iCerMax™	Leading Brands Filtration Media
<p><b>Ceramic Depth Media Filtration</b></p> <ul style="list-style-type: none"> <li>Inherent characteristics – solid depth filtration</li> <li>Wear resistant and chemical resistant; handles severe pressure variances and hammering effects</li> <li>IFTS laboratory tested to 7.8 bar (<i>Differential Pressure</i>)</li> </ul> <p><i>Media low resistance to flow or differential pressures as uniform porosity minimizes pressure drops across the filter and resistance to flow.</i></p>	<p><b>Paper &amp; Synthetic Media</b></p> <ul style="list-style-type: none"> <li>Inherent media flaws - flexing, unload, channelling</li> <li>Time equation to failure - flow rates and capacity dependant</li> <li>Media integrity questionable at 1.2 bar – 2 bar (<i>Differential Pressure</i>)</li> <li>Dust/ Dirt/ Particle Migration</li> <li>ISO spiking occurs upon the cartridge replacement / changing intervals</li> </ul>
<p><b>Dirt Particle Contamination - “Liquid Sandpaper”</b></p>	
<ul style="list-style-type: none"> <li>Captured and retained within solid “Rock Matrix” depth media</li> <li>Media integrity permanently <b>Solid</b> therefore will restrict <b>Flow</b> before eventually blocking</li> <li>Holding capacity - dirt remains in filter due to high structural integrity. Media porosity can be customized during manufacture to suit required flow rates, micron ratings &amp; “DP” requirements</li> </ul>	<ul style="list-style-type: none"> <li>Flexible media - inherent &amp; problematic for sustainability</li> <li>Media compromise - no differential pressure indication</li> <li>“Achilles Heel” - dirt retention is unsuccessful when paper / synthetic media compromises. Contaminants then migrate / flow through the filtration system with no reliable alertness of the contamination hazard</li> </ul>
<p><b>Water Contamination - Increasing Contributor to Failures</b></p>	
<ul style="list-style-type: none"> <li>Utilises three proven water coalescing principles in combined offering to enable market leading, water separation solution</li> <li>Sustainable – neither collapses nor deteriorates. No medium's sensitivity to free water or particle dirt. Remains constantly effective</li> <li>Minimal maintenance and running costs</li> </ul>	<ul style="list-style-type: none"> <li>Medium's efficiency deteriorates and compromises due to capacity constraints or sheer volumes of free water</li> <li>Media collapse or saturated by dirt or water</li> <li>Absorption media - very limited capacity and creates flow restriction</li> <li>High maintenance costs due to cartridge based methodology and regular change out</li> </ul>
<p><b>Ensured Sustainable Cleanliness Levels</b></p>	<p><b>Service Intervals Dated (Historic Data)</b></p>
<ul style="list-style-type: none"> <li>Standard test sample point fitted after filter system. We live up to our claim of sustainability - test any time, any place!</li> <li>“Sustainable Capture Efficiency”- very high collapse strength</li> <li>Reliable Filtration Monitoring - system sensors reflect actual real time status of filtration process</li> </ul>	<ul style="list-style-type: none"> <li>Dirt simply passes through – on any of the above scenarios</li> <li>Typically used outside its design flow parameters and dirt holding capacities</li> <li>Differential pressure indicators - gauges &amp; springs are inaccurate and unreliable on any of the above media, due to lack of media integrity</li> </ul>
<p><b>Visible Fuel Inspection</b></p>	<p><b>No Visual Inspection</b></p>
<ul style="list-style-type: none"> <li>Verify water and particle diesel contamination through visual water trap technology</li> <li>Added benefit of water trap is alertness of fuel particle contamination levels, being visible dirt's correlation to non-visible dirt levels</li> <li>Identify paraffin / black diesel and other fuel mixtures keeping supplier honest i.e: permanent policeman</li> </ul>	<ul style="list-style-type: none"> <li>Systems do not allow clear permanent inspection</li> <li>No visual inspection - allowing for “blind” fuelling, no water indication or other pseudo-fuel mixtures</li> <li>Current glass tube - level indicators are ineffective (basically a 'dipstick')</li> </ul>
<p><b>Multi-stage Filtration Philosophy</b></p>	<p><b>Single-pass Philosophy</b></p>
<ul style="list-style-type: none"> <li>Utilises metal strainers and bag filters - ceramic medium and 3 water separation media technologies arranged, cost effectively, according to solution requirement</li> </ul>	<ul style="list-style-type: none"> <li>Lower cleanliness efficiency</li> <li>Same filter capture and retain all levels of contamination</li> <li>High risk of sporadic contamination bursts</li> </ul>
<p><b>Lower Running Costs per Litre - Total Cost of Ownership (TCO)</b></p>	
<ul style="list-style-type: none"> <li>Lower filtration cost per litre considering ISO level(s)</li> <li>Sustainable cleanliness levels ensured</li> <li>Lower downstream material operational costs - breakdowns, utilisation, life-cycles.</li> <li>Fuel systems customised to client's contamination profile</li> <li>No 'Expiration' on media shelf life, however recommendation of 4 years and 1 year use</li> <li>No corrosion risk in the filtration system</li> </ul>	<ul style="list-style-type: none"> <li>Maintenance cost higher due to frequent changing of both water and particle cartridges to obtain a measurable cleanliness level</li> <li>Black hole filtration – material hidden costs down stream</li> <li>Directly affect operations' efficiency, bottom line profitability. Cleanliness levels are sporadic, impacting on asset utilisation and equipment running costs</li> <li>Higher fuel consumption, injector failures / wear, total engine failures, logistics and asset utilisation</li> </ul>

# Lower Total Cost to Company with iCerMax™...

## The Benchmark in Sustainable Cleanliness Levels in Diesel Fuel Contamination using Ceramic Filtration!

iCerMax™ exploits the unique properties of Wonderstone Pyrophyllite to tailor-make ceramic filters that service a wide range of applications in often severe environments. These applications can be multifunctional in virtually any medium: Air, Gas, Liquid or Acids

iCerMax™ filters use depth ceramic filters to achieve sustainable cleanliness levels with a high contaminant holding capacity, which is superior to paper/cellulose and synthetic filtration mediums.

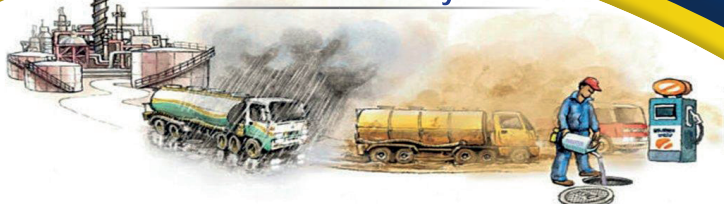
### Commercial benefits:

- Sustainable cleanliness levels ensured
- Sustainable capture efficiency
- Low resistance to flow or differential pressures – extended filter life
- Holding capacity and dirt retention – reduces maintenance costs
- Structural integrity - long-term performance and durability
- Lower running costs per litre - Total Cost of Ownership
- Multi-stage filtration philosophy
- Visible fuel inspection – supplier quality assurance
- Addresses water and particle contamination specific to African conditions
- Customisable during manufacture to suit required flow rates, micron ratings and differential pressure requirements of application

Call us today for a full demonstration of this Benchmark filtration system!



### The Contamination Cycle



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**iCerMax™** ASSORE  
rock solid filtration

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