

# PACO

## WORLD



No. 18 July 2010

Our International  
Wire&Mesh Magazine  
for Existing and  
Prospective Customers

## Growth, Growth, Growth?

Dear Reader!

Which company doesn't want to grow? There is nothing better than getting the increasing recognition of your customers and markets which enables your company to grow. Nevertheless, the global economic crisis has seriously dampened the optimism of all of us. Even when you know that you can't blame yourself, you are still in a certain state of shock. The downturn in turnover, lack of orders and failure of plans and strategies continues to remain painful. Particularly when the negative effects on individual persons are as clearly evident as they are in a medium-sized enterprise. Of course, voices are getting louder that say that the global recession could have been a lot worse and that, on the basis of an increase in oil and steel prices, there is already an upward trend. But, company focus remains on picking up the pieces of abandoned projects and making up for lost time. It is too early to think about growth. This is a viewpoint that we share with many of our customers meaning that, despite the crisis, we have deepened our working relationship – to search for innovative solutions as well as to establish and develop new market possibilities.

At PACO, we like to make the most of our familiarity with our customers, to get to know their needs, strategies and projects as directly and as quickly as possible. Even when damage mitigation and consolidation appear to be the primary motivation, new chances will continue to be created that might have been missed in times of growth. That is why we are making the most of the currently demanding business environment to lay the basis for stable and better calculable conditions in a more favourable global economic climate. Whatever we can achieve together with our customers will be done with our usual commitment and determination. And after this we can talk about growth again.

Best Regards



Peter Ruppel  
Managing Director



## HETA Verfahrenstechnik GmbH: Welcome to the PACO Group!

PACO is a family company – and long since a company of the world. It has progressed from metal wire cloth to provide more and more applications and system solutions. This started with filters and is being continued, for example, with the highly complex filtering systems that have been developed for and implemented by HETA Verfahrenstechnik GmbH. Now supplier (PACO) and customer (HETA) have, with immediate effect, agreed to face the challenges of the global marketplace together: as of January 1<sup>st</sup> 2010 HETA Verfahrenstechnik GmbH has become a subsidiary of Paul GmbH & Co. and, consequently, part of the PACO Group.

### The PACO way: mutual trust

HETA Verfahrenstechnik GmbH was founded by the graduate engineer Walter Tauber who saw the considerable potential of the filtration and separation market for specialist applications. At the same time he was convinced that, with PACO, he had found a supply partner that he could completely rely upon. PACO not only provided high quality materials and components, but on many occasions a complete package including valuable ideas that, in turn, helped HETA customers find their optimum solution. This not only boosted sales of PACO products, it also contributed to the market success of HETA.

As a result, a relationship based on trust developed between Walter Tauber

and HETA Verfahrenstechnik GmbH on one hand and PACO – and in particular Peter Ruppel – on the other. Something that extended far beyond their business dealings. As the subject of planning a successor came up, Walter Tauber decided on joining forces with PACO – not just because of their excellent personal understanding, but also because a relationship based on mutual trust makes sound business sense.

### The future is in solutions

Early on in the history of PACO, senior manager and co-founder Wilhelm Ruppel recognized that more was needed to secure the long-term future of the company than just simply making high quality metal wire cloth. That is why he laid the basis for filter manufacturing and the provision of complete solutions – based on experience and innovation. From the outset, exactly the same business concept has typified HETA. This meant that a close working relationship with PACO was a logical consequence and long-term guarantee of reciprocal success. Nevertheless, the HETA range of complete solutions is easier said than done. For instance, HETA polymer filter systems can weigh up to 30 tonnes. A heavy challenge for the cranes and workshop floor of an enterprise from small beginnings. As a result, upsizing and extensions have occurred on a regular basis throughout company history. But it was not only the outside dimensions of the orders that kept on growing. Qualitative demands and the needed levels of upfront financing grew too. Orders were

not only received from Germany and Europe, but also particularly from the Middle East, Asia, China and the USA. Even multinational ordering and project development constellations have become commonplace, such as: "purchaser from China, project to be implemented in Sudan and built in Germany". HETA business activities have become more

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## HETA Verfahrenstechnik GmbH: Welcome to the PACO Group!



extensive and more complex. And it is the capability of mastering all of this that shows the true value of today's sought-after suppliers and business partners: it is not the filtration system alone, but the total solution that counts. The capability of being able to take an overall view is a particular strength of HETA as well being a trademark of PACO. That is why the decision of the HETA founder to choose

**HETA process engineering means individual solutions, highest possible quality, reliable operation, efficient processes, long lifetimes and competitive cost-effectiveness.**

his successor from under the umbrella of the PACO group is just as logical as it is forward-looking.

**HETA: something particularly special**  
From the outset, HETA has established itself as a specialist for challenging filtration and separation solutions. Typical areas of activity are, for example, cleansing polymer fluids or turbine oil, extraction of impurities from seawater and fresh water, keeping clean pipelines that transport crude oil and natural gas etc. HETA systems are even used in nuclear power stations, an application that demands strict abidance by the highest possible safety standards. At present, atomic reactors might not have

the best of images in Germany and other parts of the world. But anyone that can remain internationally competitive in this field proves that they can provide what is required for all other demanding areas of filtration und separation. This is underlined by the fact that efficiency and consistent service support are important performance characteristics of HETA solutions.

An uncompromising focus on quality and an extremely close working relationship with customers are HETA specialties – and PACO specialties too. That is why we both fit together so well: a warm welcome in the PACO Group, we're really looking forward to joining forces and building a successful common future!

## HETA HSA – The Automatic Filter System that Looks After Itself

To mark the integration of HETA Verfahrenstechnik GmbH in the PACO Group we would like to present one of the company's new products: the self-cleaning HSA automatic filter for continuous operation. The HSA was a central feature of the PACO/HETA show booth at the 8<sup>th</sup> ACHEMASIA in Beijing and attracted considerable interest from trade delegates representing the chemical engineering and biotechnology industries.

### A physical law with history and a future

The scientist and physicist Daniel Bernoulli lived between 1700 and 1782. He developed Bernoulli's Theorem which today, more than ever before, is the basis for hydrodynamic applications. A perfect example of this is the HSA automatic filter's capability of cleaning itself without needing to interrupt the filtration process. At this point, let us take things one step at a time: Bernoulli discovered that the static pressure of a fluid flowing through a pipe changes according to the flow speed: low speed, high static pressure – high speed, low static pressure. In other words: changing the pipe cross section allows different pressure conditions to be created that can fulfill different functions. In the case of the HETA HSA, the deliberate creation of pressure differentials in the system enables the filter element to clean itself. Particles of contamination can be removed and flushed out of the filter while the filtering process continues to run without being affected.

### Growing demand for ever increasing performance

A number of industries use seawater or surface water for the cooling process. As a result, minerals or organic materials contained in the water can also enter into the system. To prevent components

such as heat exchangers and pumps from clogging as well as to eliminate the risk of decaying processes in the pipelines, the natural water first has to be filtered. This also preserves the value as well ensuring the productivity of the complete cooling system. However, for the operator of the filtering system, it is important that the necessary cleaning of the filter does not have to be performed at the expense of downtime in the cooling process. A further challenge is that today's cooling processes require higher and higher amounts of water and, consequently, more filtration performance. Parallel to this, the capability of the filtering system also has to increase.

### What makes HSA so special

The HETA HSA not only perfects the capabilities of the Bernoulli principle for industrial applications, but as a result of the know-how accumulated in the company allows a completely new scale of implementation. Something that applies to more than just the physical size of the respective solution. Another decisive factor in the competitiveness of the HSA is the level of performance which has grown in line with customer demands respecting the automation of the filter cleaning process together with continuous self-monitoring and a smart control concept. This is complemented by the requirement-driven high qual-

**The HETA HSA provides its efficient performance from an operating pressure as low as 0.3 bar. The filter fineness goes down to 150 µm. And the filter surface can be as much as 6.20 m<sup>2</sup>. In addition, whenever something different is needed, the HETA design department specializes in providing custom-made solutions.**

## An Overview HETA Services, Systems and Products

- Planning and construction of plants / systems
- Manufacturing
- Testing
- On-site installation
- Final inspection
- Maintenance / spare part supply

### Filtration / separation of solids from fluids for

- Polymer fluids
- Amines, acids, lyes
- Solvents
- Fuels
- Heavy oils
- Lubricating oils
- Paint and lacquer
- Solvents for machine tools
- Condensation in steam circuits
- Water in various industrial applications
- Seawater and surface water
- Cooling water in power stations

### Separation of immiscible fluids

- Water and foreign matter from diesel oil and kerosine
- Water and foreign matter from bitumen
- Contaminants and foreign matter from heavy fuel oil

### Separation of fluids from gases

- Condensation from carbonic acid
- Condensation from gases
- Condensation from air
- Contaminants from fluid gas
- Water from kerosine, petrol, fluid gas

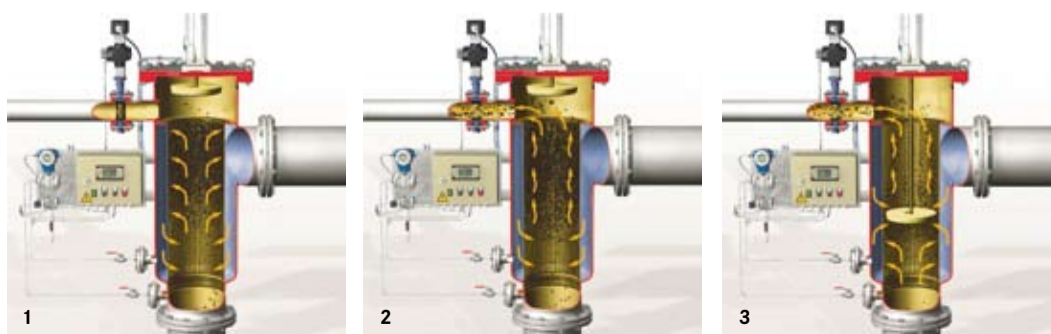
### Filter elements and fixtures

Various specifications and designs for a wide range of applications

Further information:  
[www.heta.de](http://www.heta.de)

ity materials that are used, the durability and operational reliability of the system even in the most adverse environmental conditions, the high quality filter elements with their long lifetimes and, finally, the simple and cost-saving maintenance. Regardless of whether it

is for the chemical industry or petrochemicals, power stations or shipyards, building services engineering or sewage treatment – the HETA HSA combines an ideal tailor-made solution with reliable performance for a wide range of applications.



The three phases of HSA operation:

1. Filtration, 2. Automatic self-cleaning of coarse contamination through the open flush valve, 3. Automatic removal of the remaining contamination through application of the Bernoulli principle.

# What We Supply is Always Unique!

To get to know HETA even better, PACO World spoke to the Commercial Manager Thomas Brühl and the Sales Director Stephan Müller. Together with the company founder Walter Tauber, who still acts as a consultant, these are the key policy makers at HETA.

**PACO World:** Mr Brühl, what are the origins of HETA, why HETA?

**Thomas Brühl:** We can already look back on more than twenty years of company history. HETA was founded in 1989 by Walter Tauber. The company name is taken from the first two letters of his



Dipl.-Ing. Stefan Müller

wife's name Helga Tauber. Mr Tauber began by setting up his own engineering consultancy business and kept on adding more and more services as these were requested by his customers. Design capabilities were expanded to include complete project planning, purchasing of materials and components as well as full-scale implementation, more or less as an engineering subcontractor.

**PACO World:** And what led to the step of manufacturing on your own account?

**Thomas Brühl:** The trigger was practically a customer from Japan that insisted that HETA produced the order itself. Prior to this manufacturing orders were placed with subcontractors. However, as the HETA product for this company was to be used in a particularly safety-sensitive area, the customer demanded conception and implementation from a single source. That was back in 1993/94, when production was limited to systems weighing up to a maximum of 2 tonnes. Today we can produce, for example, a polymer filtering system of up to 30 tonnes, which obviously means that we have had to significantly expand our plant and machinery. Cranes, automated welding machines, roll bending machines, test facilities and, of course, CAD and other computer assisted production systems up to and including 3D capabilities that are indispensable today – everything had to grow or be brought in.

**PACO World:** What is so special about HETA's business?

**Stephan Müller:** That's not at all easy to describe. I think that, on the one hand, it is the enormously high technical demands that our projects and systems have to fulfill. Of these, complying with safety standards plays the most important part. The second aspect is that we supply almost the complete world market. Our customers can be in Europe just as much as in China, the Middle East and Central Asia, in North America, Japan or also India.

**Thomas Brühl:** Another special feature has to be the customer-specific orientation of our business. What we sup-

ply is always unique as our customers need something special. When we make three units of any of our systems, we consider that as mass production.

**Stephan Müller:** Yes, and the time needed for each product is also not com-



Thomas Brühl

monplace. Before ordering, we have to obtain certificates for each component, make sure that applicable standards and directives are complied with, produce drawings and bills of material. The manufacturing process can then also take a long time as the customer together with their specialists want to exactly

check that their demands as well as legal requirements are closely fulfilled. The production of a system for a nuclear power station can, for example, take up to 12 months or more and be accompanied by documentation, references and certificates that fill 10 binders. It is not rare that even the wooden box in which the filtering system is to be shipped has to be approved and documented.

**PACO World:** What advantages do you see from being part of the PACO Group?

**Stephan Müller:** From a technical viewpoint, this has to be the gain in know-how and development potential. The inner workings of our filtration and separation systems – in other words the area that gives us an important edge over our competitors – is usually supplied by PACO. Also a vendor with a workforce of more than 250 people instills a greater lasting confidence in potential customers than a team currently numbering 20 persons. From a sales point of view, I am sure that



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PACO's global sales network that is being continually expanded will be of much benefit to us. We can reach markets and customers that we have, until now, not been able to access.

**Thomas Brühl:** Not to forget the financial security. Our customers expect us to be stable business partners that, for instance, can still supply spare parts in 20 years time.

**PACO World:** How do you see the future of your markets and business?

**Thomas Brühl:** We are very optimistic, particularly with PACO behind us. The demand for individually implemented filtration and separation solutions continues to grow. This applies to crude oil and natural gas, to reactors, to the purification of seawater and river water as well as to the chemical and petrochemical industries. Our experience, our capability of providing customer-specific innovations and our quality are strong arguments to ensure that we remain competitive in the future.

## PACO Show Report POWTECH 2010: Successful Power Show for PACO

Countless trade shows are held around the world. But there is unfortunately neither enough time nor money to take part in every one that looks interesting and, in some way, promising. That is why PACO carefully looks at a number of factors before choosing the shows that it participates in. The decision to take part at the POWTECH in Nuremberg Germany proved to be a very good choice. Existing business relationships could be cultivated and new ones formed. Everybody that took part benefited.

### Compact three-point program

There were a number of good reasons for PACO's debut appearance at the POWTECH: firstly, as the leading international exhibition for powder, granule and bulk solids technology it is a perfect platform for PACO's range of screening products. In addition, TechnoPharm which was affiliated with the POWTECH 2010 enabled another interesting target audience to be reached. It turned out that a large number of the 900 exhibitors from 27 countries were already PACO customers so that existing business links were able to be further developed through personal conversations. In addition, a lot of interest could be aroused in new PACO products and services.

The emphasis of the presentations at the show booth were in the extensively expanded range of services in the area of screen manufacturing as well as the re-screening of used sieves from other makers too. A further subject was the production of hook-type screens for most of the types of machines that are widely-spread on the market – including special designs and new and further developments in close cooperation with final users.

A further highlight was the fact that the PACO MAG 10 screening machine "for particularly hard cases" had just been put into production after a successful series of tests and practical trials.

### Very positive reaction

The clearly structured and user-specific presentation of areas such as chemicals, machine and plant manufacturing as well as food and feed products was extremely well received by visitors to the booth. During a number of discus-

sions, there was an intense exchange of information and swapping of experiences. Particularly as a lot of the visitors to the POWTECH are extremely specialized in their respective fields and highly valued by PACO as a system provider for far more than just metal wire cloth and filter products. All in all the POWTECH 2010 was an extremely worthwhile experience for PACO. The basis for a further cooperation has been laid with the realistic aim of generating new business and developing further market segments for PACO products and solutions.

The PACO show booth at the POWTECH 2010 impressed through the clearly structured information and application-specific presentation.

PACO.  
EXPORT.REPORT.





## PACO Supplier Portrait

### tewipack Uhl GmbH – Adhesive Technologies: Innovations that stick

It has been a well-known fact for a long time that adhesion is often one of the best joining techniques. This is particularly the case when custom-made solutions are required to join completely different materials, when high demands are placed on processing or joining characteristics (e.g. hardening, degree of sealing etc.) or when the appearance of a joint is extremely important. PACO sees tewipack as an important as well as innovative partner that supplies adhesive technology for screen frames and filter elements. The creativity and flexibility with which tewipack goes about even the most demanding jobs makes the adhesive technology specialist one of the most attractive PACO suppliers.

tewipack is all around – adhesive technology for leading brands. At some time we have probably all used a product that has been enabled through or with the help of tewipack Uhl GmbH. Adhesive tapes (single and double-sided), pressure fastening systems, adhesive sprays etc. – tewipack

development and production services are behind a number of market-leading products from well-known international manufacturers. On top of this are adhesive systems, sealants (e.g. silicones with FDA specifications) and a large number of dedicated products for industrial applications. The company, that was founded back in 1972, advises and supplies the manufacturing industry as well as specialist service providers. Regardless of what is needed, emphasis is placed on dedicated and application-oriented consultancy – partnered with long-term quality and cost-effectiveness. This combination of world-class know-how and a focus on specific customer needs has brought together PACO and tewipack: as they say, birds of a feather flock together.

**Joining forces in the laboratory – reaping joint success**  
PACO specifically needed an effective method of joining the metallic materials stainless steel and chrome. This led tewipack to the development of an adhesive system for sticking PACO steel alloy screen cloths to steel alloy screen frames. The solution, that was discov-

ered through close development cooperation, has not only convinced PACO production technicians but also many PACO customers – even in sensitive industries such as pharmaceuticals and food. The innovative adhesive technology allows, among other things, the cost-effective implementation of PACO screens with diameters up to 3,000 mm. And even the re-screening of used screen frames has become an economic alternative.

The close working relationship between PACO and tewipack already looks back on ten successful years as a basis for the joint customer-oriented developments that will continue to characterize both companies on into the future.



tewipack presents the adhesive solution for PACO screen frames at the "Bondexpo" trade fair for industrial adhesive technology which was part of Motek, the leading international event for production and assembly automation as well as industrial handling. The photo shows Claus Rominger (left), Key Account Manager, tewipack, and Mathias Faust (right), Team Leader Custom Fabrication Sales, PACO, at the tewipack show booth.  
More information: [www.tewipack.de](http://www.tewipack.de)

## Bits and Pieces: Turkey Capitalism, Truffled

### The success of the turkey and its financial influence

"The turkey is the largest of our domestic fowls, and if not the most delicately flavoured at least the most savoury.

It also has the unique merit of attracting all classes of society.

When the vine-grower or ploughman wants a treat on some long winter evening, what do we see roasting over a bright fire in the kitchen where the table is laid? A turkey. When the hard-working artisan invites a few friends to enjoy a holiday which is all the more precious for being rare, what is sure to be the principal dish of the feast? A turkey, stuffed with sausages or chestnuts of Lyons. And in the high places of gastronomy, at those select gatherings where politics are forced to give way to dissertations on taste, what do the guests hope for and long for as the second course? A truffled turkey.

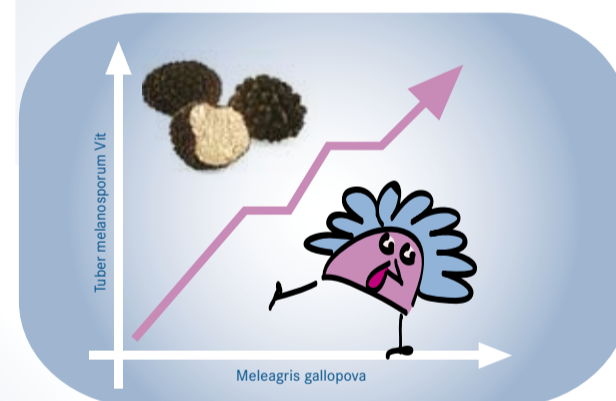
The turkey is certainly one of the most glorious presents made by the new world to the old. The importation of turkeys (to France, editor's note) became the cause of a great addition to the public fortune, and occasioned a very considerable commerce.

In a purely financial point of view, turkeys demand much attention.

I have reason to believe that between the first of November and the end of February three hundred truffled turkeys are consumed per day. The sum total is 36,000 turkeys.

The price of every turkey in that condition is at least twenty francs, and the sum of the whole is not less than 720,000 francs – a very pretty sum of money!"

*Maybe in our attempts to tackle the world economic crisis we should have eaten more turkey: truffled! That would have surely been the advice of the famous gastronome Brillat-Savarin (1755 – 1826). The quotation is taken from his best known work "The Physiology of Taste" (1825), one of the most spirited reference books for contemporary culinary delights.*



## Steinau an der Straße: Interactive Museum Visit with Mobile Phone and Internet!



Whoever thinks that a museum is only concerned with the past will be forced to change their mind by the Museum in Steinau. It is the first museum in Germany to offer a multimedia guide to its exhibition that works with an internet-compatible mobile phone together with a MP3 or media player. It is then simply

a case of putting on a headset or earphones – and setting off on the expertly guided tour of the museum. Pictures, descriptions and acoustic information about the various exhibits can then be directly downloaded from the internet.

Such a museum visit can, of course, also be enjoyed from the comfort of your

own home via PC with an internet link. And this independently of opening times and without needing to buy an admission ticket. More information about the innovative museum presentation can be found under [www.museum-steinau.de](http://www.museum-steinau.de). Regardless of whether the visit is virtual or in person, it is definitely worthwhile.

## PACO Image Brochure: New "Calling Card" in Four Languages!

After a year of intensive development and implementation – including a complex photo production phase – the new PACO Group image brochure is now available for world-wide distribution.

**Four languages – one message: The world needs solutions**  
The four languages of the new company image brochure underlines the continual globalization of PACO's business as well as the importance of exports in the company's results.

The previous brochure was available in English and German. The new brochure adds Spanish and Russian to its line-up. The latter provided a particular challenge as the language and its Cyrillic characters meant that the project team were virtually having to work blind. That is why they installed a double safety net in the form of proof-reading rounds in Russia and a team of native speakers based in Germany. In other words, every possible effort has been made to avoid linguistic and typographic errors, a goal that we have hopefully achieved.



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