**PRESS RELEASE**

Filter Focus introduces electric motors to its extensive solutions offering

***25 May 2016:*** *As part of its commitment to improving equipment reliability and availability, leading wear control specialist Filter Focus has added the internationally-recognised range of ABLE electric motors to its product offering.*

Filter Focus COO **Craig FitzGerald** points out that the company became a local ABLE distributor in late-2015, in line with its long-term objective of providing a comprehensive and value-added range of products and services that extend the lifespan of industrial equipment and machinery.

“As a company, we focus on implementing improvements for our customers. Extending the life of equipment is not only limited to the likes of lubrication and filtration, but also higher-quality hardware such as ABLE electric motors, available in power ranges from 0.18 kW to 315 kW.”

The motors are available in cast iron or aluminium housing options, with energy-efficiency ratings that include; IE1 - standard efficiency; IE2 - high efficiency; IE3 - premium efficiency; and IE4 super-premium efficiency. IE1 and 2 motors are ideally-suited to all South African industries, as they have a balance between cost and efficiency. IE3 and 4 motors ensure considerable long-term energy savings, but are still generally regarded as being too capital-intensive for the local market.

**Industry-leading three-year warranty**

A major benefit of this this new distribution agreement is that all ABLE electric motors come with a three-year warranty, which is far superior to the industry-standard two-year warranty. “This provides the customer with the peace-of-mind that that the manufacturer and distributor have full confidence in the quality of the motor, which results in greater productivity,” adds FitzGerald.

What’s more, the company also offers a one-year warranty on the bearings. FitzGerald says: “Most bearings manufacturers offer a standard 12-month warranty, however, we do add value by recommending the most suitable lubricants for specific bearings, in order to extend their lifespan. We also provide thermal inspection and thermal reports, in addition water-proofing the electric motors on special request – a service that most distributors cannot offer.”

Although Filter Focus is not the primary importer of the ABLE range, FitzGerald reveals that the company is able to deliver a standard configuration motor within 24 hours of the order being placed. “We have an excellent relationship with Continental to ensure that turnaround times are minimal. The motors are delivered fully-assembled and ready to install, and we provide comprehensive after-sales and technical support to all customers,” he continues.

FitzGerald is confident that Filter Focus can expand its market share through the ABLE range in numerous industries, ranging from mining and manufacturing, to telecommunications and food processing. “The possibilities are endless, however, the greatest challenge currently lies in the fact that we are not recognised as a motor distributor. We are working hard to promote the ABLE brand and our own reputation as a motor distributor, and this has already resulted in positive sales.”

**About ABLE motors**

ABLE Motor Group is China’s leading enterprise in medium and small-sized motors and one of the top three aluminium motor manufacturers in China. The company was founded in 1993, and employs over 1 400 staff members. For more information visit [www.ablecn.com](http://www.ablecn.com)

***Ends***

**Notes to the Editor**

To download hi-res images for this release, please visit [http://media.ngage.co.za](http://media.ngage.co.za/) and click the Filter Focus link to view the company’s press office.

**About Filter Focus**

Filter Focus SA (Pty) Ltd was formed in January 2002 with the aim of establishing the concept of combination filtration and eliminating contamination related wear and failures in heavy industrial equipment.

**Filter Focus Contact**

Craig FitzGerald

Chief Operations Officer

Phone: (011) 466 1268

Email: cfitz@filterfocus.co.za

Web: [www.filterfocus.co.za](http://www.filterfocus.co.za)

**Media Contact**Jana Klut

NGAGE Public Relations

Phone: (011) 867-7763

Cell: 074 111 4900

Email: jana@ngage.co.za

Web: [www.ngage.co.za](http://www.ngage.co.za)

Browse the **NGAGE Media Zone** for more client press releases and photographs at [http://media.ngage.co.za](http://media.ngage.co.za/)