**PRESS RELEASE**

Filter Focus launches new of rare-earth magnetic filters

*09 April, 2013: Wear control specialist Filter Focus recently launched a range of rare earth magnetic filters with the ability to remove up to 50 kg of contamination; this, compared to magnetic filters which would ordinarily remove one teaspoon of contamination.*

Filter Focus Chief Operating Officer **Craig FitzGerald** says that the new range of magnetic filters, which has been developed specifically for the quench and lubricating oil industries, not only aims to extend the life of pumps and components but also to further extend the life of filter elements, thereby essentially reducing the total cost of ownership.

FitzGerald says that ordinarily, iron fillings or ferrous magnetic contaminants would have to pass through a pump, after which they are caught in a filter. In the case of Filter Focus’ new range of magnetic filters which are placed on the suction side of the pump, any ferrous magnetic contaminants are pulled onto the magnetic filter prior to going through the pump, which ultimately extends the life of the pump and the filter element.

From its origin in the beneficiation of iron ores, the magnet has played a prominent role in the separation of ferrous solids from fluid streams. Even in the control of contamination from in-service lubricants and hydraulic fluids, magnetic separation and filtration technology has found a useful niche.

Filter Focus’ range of rare-earth magnetic filters has achieved Particle Quantifier (PQ) values of zero. FitzGerald explains that the PQ value is a physical count of magnetic contaminants present within a sample. Magnetic (PQ) contaminants are highly abrasive and lead to the rapid wear of pumps and components. After months of research and development, Filter Focus found the only effective way to achieve PQ levels of zero was through the use of Neodymium magnets, which weigh only a few grams and have the ability to lift an object a thousand times, its own weight.

***Ends.***