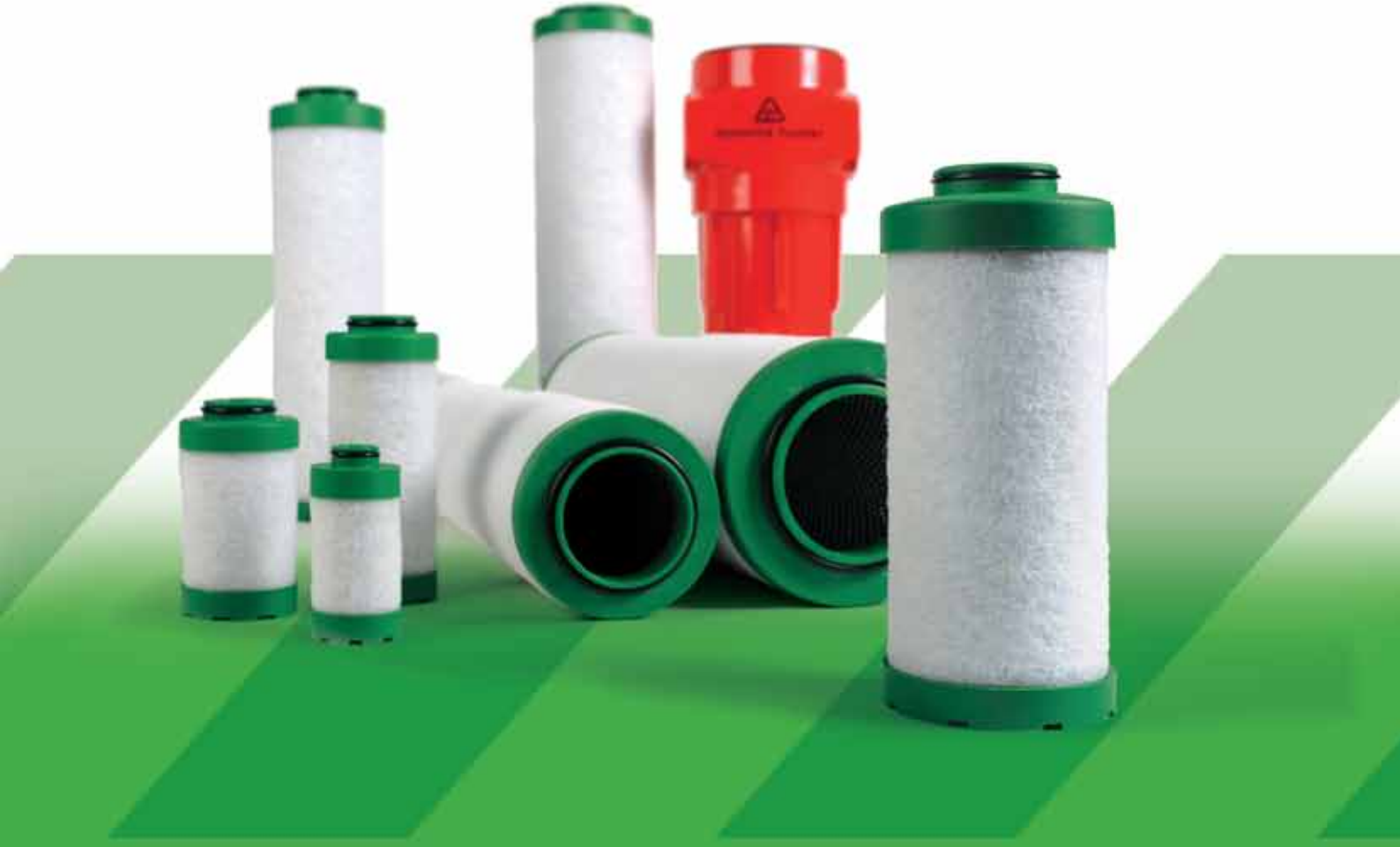
Parker domnick hunter



OIL-Xplus *ADVANTAGE*

The original just got BETTER!

LAUNCH ITEMS

OIL-Xplus *ADVANTAGE*

INTRODUCTION

The items contained in this booklet are examples of the actual Marketing Campaign Support Materials which have been developed by the Parker domnick hunter Filtration and Separation Division, Marketing Department, in support of the release of the new **OIL-Xplus *ADVANTAGE*** compressed air filter elements, replacing the old OIL-Xplus element with effect from 1st January 2013.

The intention is for the enclosed to act as a shopping list of materials which could be translated, where necessary, into local languages.

All of the materials have been generated in English, with Product Information Sheets also to be available in French, Spanish, Italian and Dutch. German is to be translated locally.

Should you require further information or consider additional data which may be required in support of this product introduction, please do not hesitate to contact either Brian Jordison **(brian.jordison@parker.com)** or myself.

Thank you

Graham S Leach

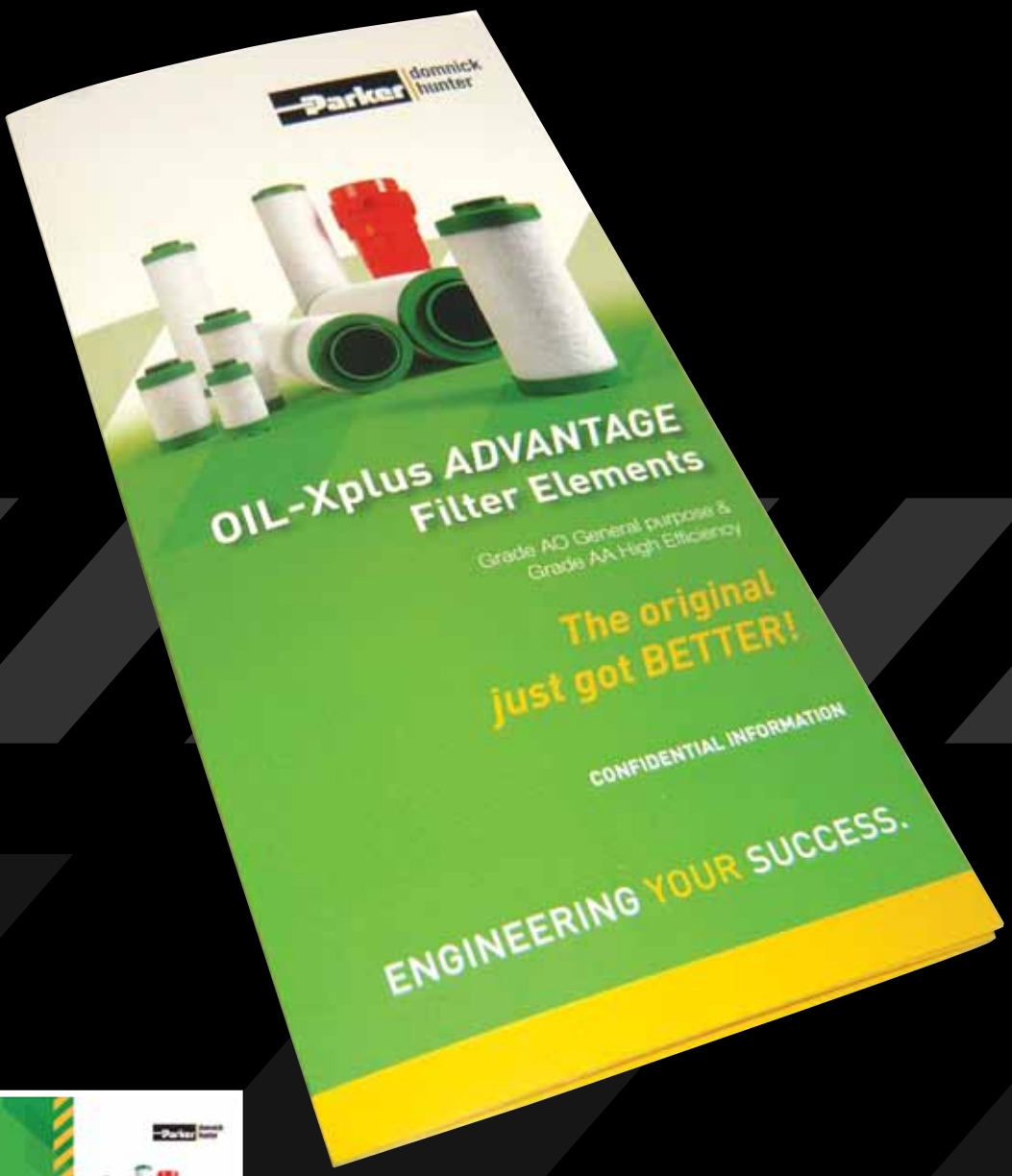
Market Development Manager - Utility Air. Parts and Elements

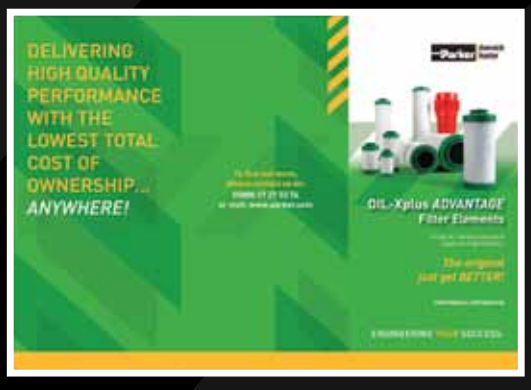
graham.leach@parker.com

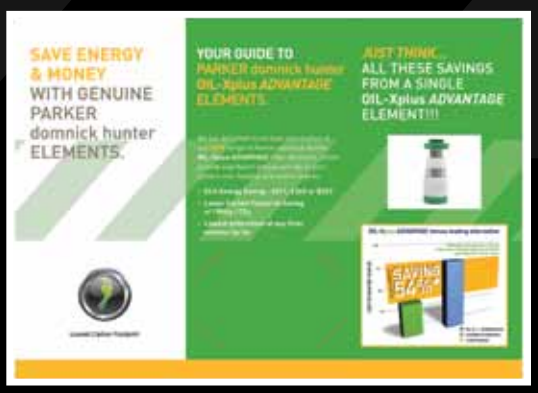
OIL-Xplus ADVANTAGE

USB WALLET

Features & benefits wallet for official distribution of released materials.


Parker
domnick hunter
OIL-Xplus ADVANTAGE
Filter Elements
Grade AO General purpose &
Grade AA High Efficiency
The original
just got BETTER!
CONFIDENTIAL INFORMATION
ENGINEERING YOUR SUCCESS.

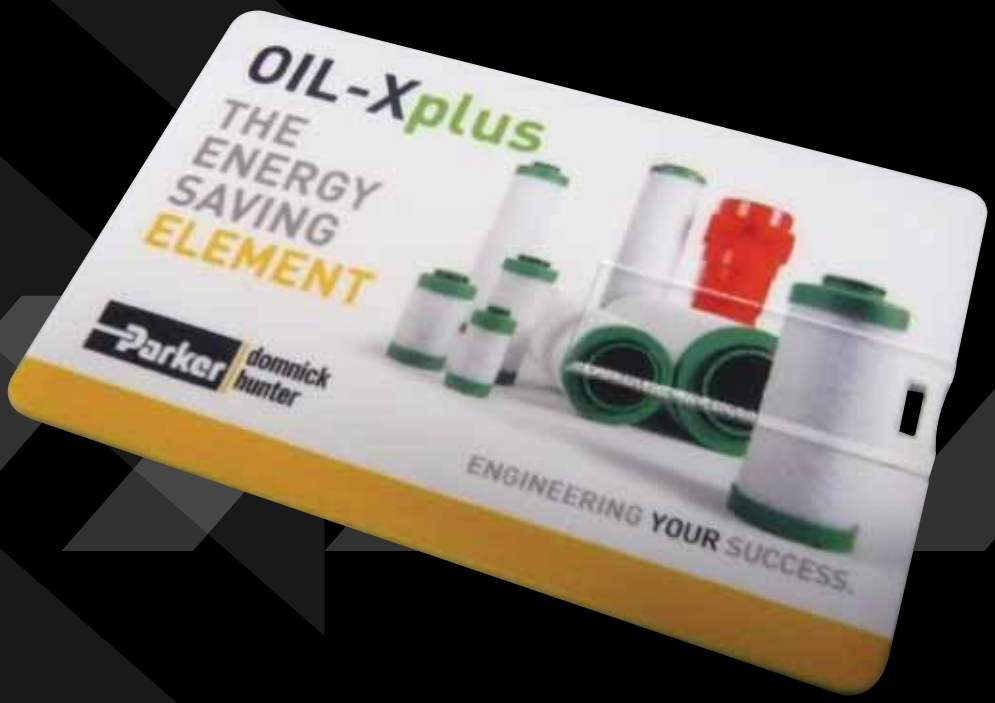

DELIVERING
HIGH QUALITY
PERFORMANCE
WITH THE
LOWEST TOTAL
COST OF
OWNERSHIP...
ANYWHERE!
OIL-Xplus ADVANTAGE
Filter Elements
The original
just got BETTER!


SAVE ENERGY
& MONEY
WITH GENUINE
PARKER
domnick hunter
ELEMENTS.
YOUR GUIDE TO
PARKER domnick hunter
OIL-Xplus ADVANTAGE
ELEMENTS.
JUST THINK...
ALL THESE SAVINGS
FROM A SINGLE
OIL-Xplus ADVANTAGE
ELEMENT!!!

OIL-Xplus ADVANTAGE

USB CARD

2GB configurable USB card providing comprehensive support package.


OIL-Xplus
THE ENERGY SAVING ELEMENT
Parker
domnick hunter
ENGINEERING YOUR SUCCESS.

OIL-Xplus ADVANTAGE

PRODUCT INFORMATION SHEET

Providing general product data, complete with packing dimensions.

Product Information Sheet

OIL-Xplus *ADVANTAGE*

with domnick hunter technology

Replacement elements for the Parker domnick hunter OIL-Xplus compressed air filter housings

Compressed air filter elements are designed to remove oil and water in liquid and aerosol state, atmospheric dirt and solid particulate.

The Parker domnick hunter OIL-Xplus elements have been proven and trusted for many years, delivering continuous high quality compressed air. The design of the **OIL-Xplus *ADVANTAGE*** element has been modified to now include pleated media construction and improved drainage material.

Pleated media construction reduces the differential pressure over the elements service life, reducing operational costs. Changes to the materials of construction of the element, increases the operating parameters of the standard replacement element.

Contact Information:

Parker Hannifin Manufacturing Limited
domnick hunter Filtration and Separation Division
Dukesway, Team Valley Trading Estate
Gateshead, Tyne and Wear
England NE11 0PZ

Tel: +44 (0)191 402 9000
Fax: +44 (0)191 482 6296
Email: dhindsales@parker.com
www.parker.com/dhfns

Product Features:

- **Lowest total cost of ownership**
- **Energy savings of 49% over the original OIL-Xplus element**
- **Lower environmental impact reducing CO_2 emissions**
- **Guaranteed continuous air quality**
- **Design to be retrofitted into original OIL-Xplus filter housing**
- **Replaces standard AO, AA and AO-TS, AA-TS grade elements**
- **Maximum operating temperature 100°C**

Lowest Carbon Footprint

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OIL-Xplus ADVANTAGE

ELEMENT REFERENCE GUIDE

Element reference guide identifying which element goes into which housing.

Parker domnick hunter

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OIL-Xplus *ADVANTAGE*
Element Reference Guide

Lowest Carbon Footprint

GRADE AO

General Purpose Coalescing & Particluate Filtration

Minimum recommended temperature	1.5°C
Maximum recommended temperature	100°C
Particle removal down to:	1 micron, including water and oil aerosols.
Maximum remaining oil aerosol content:	0.6mg/m³ at 21°C / 0.5 ppm(w) at 70°F.

	Replacement element kit	
	To fit filter housing code	Filter element code
HOUSING GRADE AO & AR	0006G/0009G	K009 AO
	0013G/0017G	K017 AO
	0025G/0030G	K030 AO
	0040G/0058G	K058 AO
	0065G/0080G	K145 AO
	0085G/0125G	K145 AO
	0145G	K145 AO
	0170G/0205G	K220 AO
	0195G/0220G	K220 AO
	0295G/0330G	K330 AO
	0375G/0405G	K430 AO
	0400G/0430G	K430 AO
	0500G/0620G	K620 AO
	0900G/1000G	K330 x 3 AO

GRADE AA

High Efficiency Coalescing & Particluate Filtration (Precede with Grade AO filter)

Minimum recommended temperature	1.5°C
Maximum recommended temperature	100°C
Particle removal down to:	0.01 micron, including water and oil aerosols.
Maximum remaining oil aerosol content:	0.01 mg/m³ at 21°C / 0.01 ppm(w) at 70°F.

	Replacement element kit	
	To fit filter housing code	Filter element code**
HOUSING GRADE AA & AAR	0006G/0009G	K009 AA
	0013G/0017G	K017 AA
	0025G/0030G	K030 AA
	0040G/0058G	K058 AA
	0065G/0080G	K145 AA
	0085G/0125G	K145 AA
	0145G	K145 AA
	0170G/0205G	K220 AA
	0195G/0220G	K220 AA
	0295G/0330G	K330 AA
	0375G/0405G	K430 AA
	0400G/0430G	K430 AA
	0500G/0620G	K620 AA
	0900G/1000G	K330 x 3 AA

Standard element codes will replace the special 'TS' grade elements.

GRADE AO - TS

	Replacement element kit	
	To fit filter housing code	Filter element code
HOUSING GRADE AO - TS & AR - TS	0006G/0009G - TS	K009 AO
	0013G/0017G - TS	K017 AO
	0025G/0030G - TS	K030 AO
	0040G/0058G - TS	K058 AO
	0065G/0080G - TS	K145 AO
	0085G/0125G - TS	K145 AO
	0145G - TS	K145 AO
	0170G/0205G - TS	K220 AO
	0195G/0220G - TS	K220 AO
	0295G/0330G - TS	K330 AO
	0375G/0405G - TS	K430 AO
	0400G/0430G - TS	K430 AO
	0500G/0620G - TS	K620 AO
	0900G/1000G - TS	K330 x 3 AO

GRADE AA - TS

	Replacement element kit	
	To fit filter housing code	Filter element code**
HOUSING GRADE AA - TS & AAR - TS	0006G/0009G - TS	K009 AA
	0013G/0017G - TS	K017 AA
	0025G/0030G - TS	K030 AA
	0040G/0058G - TS	K058 AA
	0065G/0080G - TS	K145 AA
	0085G/0125G - TS	K145 AA
	0145G - TS	K145 AA
	0170G/0205G - TS	K220 AA
	0195G/0220 - TS	K220 AA
	0295G/0330G - TS	K330 AA
	0375G/0405G - TS	K430 AA
	0400G/0430G - TS	K430 AA
	0500G/0620G - TS	K620 AA
	0900G/1000G - TS	K330 x 3 AA

****Filtration Grades:**

GRADE AO
General Purpose Coalescing & Particulate Filtration
Particle removal down to: 1 micron, including water and oil aerosols.
Maximum remaining oil aerosol content: 0.6mg/m³ at 21°C / 0.5 ppm(w) at 70°F

GRADE AA
High Efficiency Coalescing & Particulate Filtration
(Precede with Grade AO filter)
Particle removal down to: 0.01 micron, including water and oil aerosols.
Maximum remaining oil aerosol content : 0.01 mg/m³ at 21°C / 0.01 ppm(w) at 70°F.

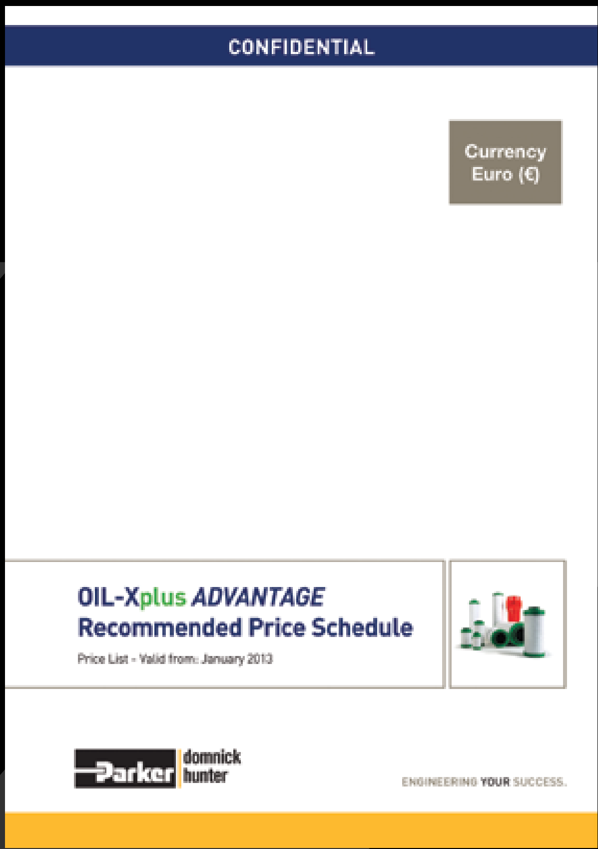
GRADE AR - (use Grade AO element)
General Purpose Particluate Filtration
Dry particle removal down to : 1 micron.

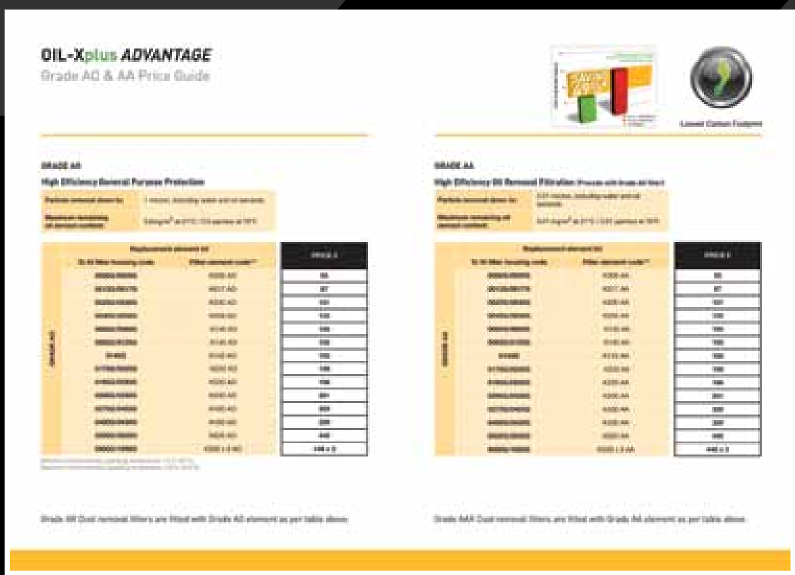
GRADE AAR - (use Grade AA element)
High Efficiency Particluate Filtration
Dry particle removal down to 0.01 micron.

OIL-Xplus ADVANTAGE

PRICE LIST

Recommended market price list for EMEA.


CONFIDENTIAL
Currency
Euro (€)
OIL-Xplus ADVANTAGE
Recommended Price Schedule
Price List - Valid from: January 2013
Parker
domnick
hunter
ENGINEERING YOUR SUCCESS.


OIL-Xplus ADVANTAGE
Grade AO & AA Price Guide

OIL-Xplus *ADVANTAGE*

GUARANTEE CERTIFICATE

Commitment to quality and reliable operation of OIL-Xplus *ADVANTAGE* into users installations.

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OIL-Xplus *ADVANTAGE*

Compressed Air Quality Guarantee

Parker domnick hunter OIL-Xplus *ADVANTAGE* filter elements have been designed to provide compressed air quality that meets or exceeds levels shown in all revisions of ISO8573.1 International Air Quality standard.

Coalescing Filters – Grades AO & AA

OIL-Xplus *ADVANTAGE* coalescing filter element performance has been tested with the following oil challenge rates, in accordance with ISO8573-2;

AO grades have a challenge of 7mg/m³ @ 21°C (70°F)

AA grades have a challenge of 4mg/m³ @ 21°C (70°F)

Coalescing filter performance is guaranteed for 12 months when sized, installed and operated in accordance with Parker domnick hunter recommendations.

Conditions

1. The extended guarantee provides free of charge replacement for any defective material used in construction.
2. **OIL-Xplus *ADVANTAGE*** Filter Elements are depth filters and are not absolute rated. AO(AR) Grade Efficiency is minimum 99.925%. AA(AAR) Grade Efficiency is minimum 99.9999%* (* the limit of accurate measurement).
3. Filtration performance has been tested and verified in accordance with the original specification of OIL-Xplus. All test equipment and test methods have been independently inspected and validated in accordance with ISO8573-2.
4. The system pressure and operating temperature of the compressed air system will affect the oil carryover performance of a coalescing filter, and site conditions /test method must be accounted for during on site air quality testing.
5. Combinations of filters will be required to achieve the highest quality classifications required by all revisions of ISO8573-1.
6. AO filters should be protected from bulk liquid contamination using a grade WS water separator (installation dependant)
7. AA filters must be preceded by an AO filter.
8. AAR filters must be preceded by an AR filter.
9. AO Performance based upon a maximum inlet concentration of 7mg/m³ of oil aerosol at 21°C.
10. AA Performance based upon a maximum inlet concentration of 4mg/m³ of oil aerosol at 21°C.
11. Installation and operation must be in accordance with Parker domnick hunter recommendations.
12. Only genuine Parker domnick hunter replacement parts may be used in any service/repair or all guarantees will be deemed invalid.
13. Installation & service data must be supplied with any guarantee claim.
14. Housing guarantee does not cover consumable parts, normal wear and tear nor any deterioration or defect due to improper use, negligence, accidental or malicious damage. Performance guarantee restricted to replacement of filter elements only and does not cover consequential losses.

INTERNATIONAL APPROVALS

CE · Lloyds Register · CRN · AS1210 · bcas · pneurop · VDMA · CAGI · Druckluft effizient

OIL-Xplus ADVANTAGE

USER GUIDE

For inclusion with the element.

FIG: 1

FIG: 2

OIL-Xplus ADVANTAGE

ADVERTORIAL

First of several advertorials to be released over an 18 month period as part of a comprehensive marketing sales campaign to Parker sales companies.

Together, we can provide your compressed air system with energy savings of 54%* or €411*.

Lowest Carbon Footprint

By fitting Genuine **OIL-Xplus *ADVANTAGE*** elements into **Parker domnick hunter OIL-Xplus** filter housings, opposed to fitting the leading alternative solution.

OIL-Xplus *ADVANTAGE* boasts the lowest Carbon Footprint, by saving 190Kg/m^3 of CO_2 emissions, minimising your energy consumption and maximising your savings. All this is possible from a single filter element.

Why settle for anything less than a Genuine OIL-Xplus *ADVANTAGE* element?

*Running costs based on a 75kW compressor having a kWh cost of €0.09 operating 24/7 hours / year.

For further information, please call +44 (0) 191 402 9000, email: dhindsales@parker.com or visit www.parker.com/dhfns

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www.parker.com/dhfns

OIL-Xplus ADVANTAGE

PROMOTIONAL POSTER

**Merchandising style posters for hanging at:
Parker sales companies, distributors, exhibitions and
used as general promotional material.**

OIL-Xplus *ADVANTAGE*

Compressed air filtration

The original just got BETTER!

Providing air quality that meets and exceeds the requirements of ISO8573-1, the international standards for compressed air quality. **OIL-Xplus *ADVANTAGE*** provides the lowest cost of ownership; 54% less energy / CO_2 emissions and running costs over the leading alternative filter element.

Why settle for anything less than a Genuine OIL-Xplus ADVANTAGE element?

aerospace
climate control
electromechanical
filtration
fluid & gas handling
hydraulics
pneumatics
process control
sealing & shielding

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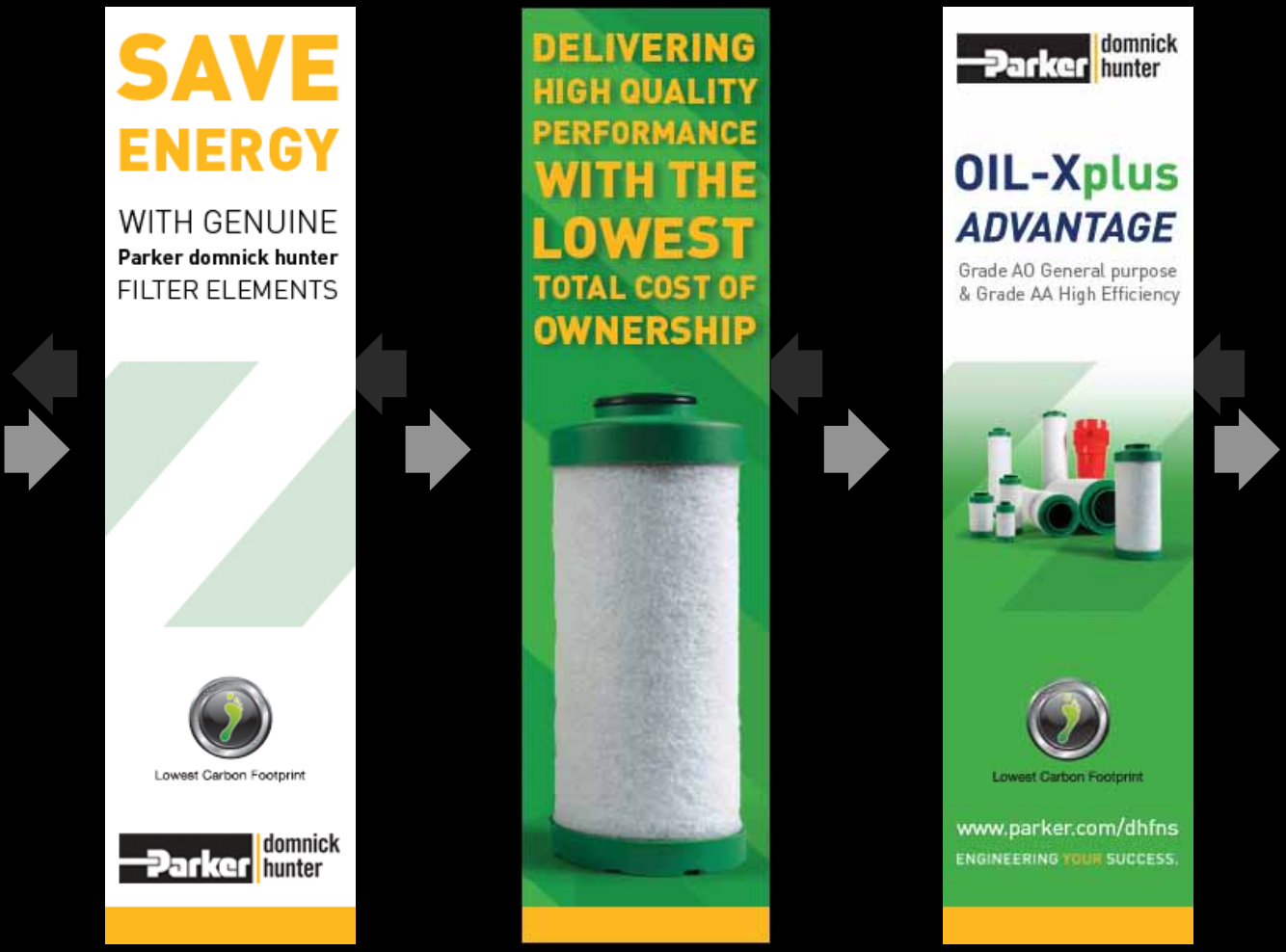
www.parker.com/dhFNS

OIL-Xplus ADVANTAGE

DIGITAL MEDIA
WEB BANNERS

For use with electronic magazines and search engine advertising.

WIDE SKYSCRAPERS



MOTION 1 MOTION 2 MOTION 3

OTHER SIZES TO FOLLOW

OIL-Xplus *ADVANTAGE*

ROLLER BANNERS

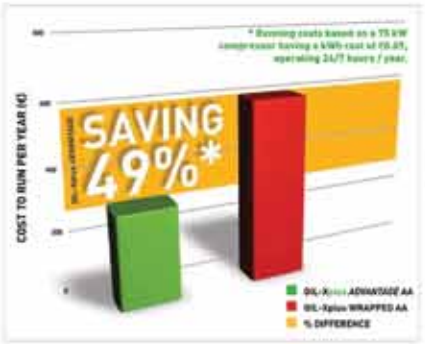
Pop-up banners prepared in "pairs" to promote:
OIL-Xplus versus OIL-Xplus *ADVANTAGE*
OIL-Xplus *ADVANTAGE* versus Leading Alternative.

Parker domnick hunter

SAVE ENERGY

The original just got BETTER

OIL-Xplus *ADVANTAGE* versus original OIL-Xplus



- Lowest total cost of ownership
- Energy savings of 49% over the original OIL-Xplus element
- Lower environmental impact reducing CO_2 emissions
- Continuous air quality
- Design to be retrofitted into original housing

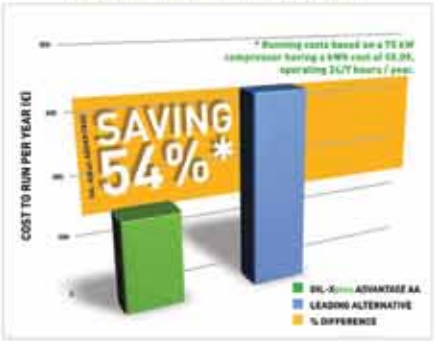
Lowest Carbon Footprint

Parker domnick hunter

SAVE MONEY

The element with a differential you can count on!

OIL-Xplus *ADVANTAGE* versus leading alternative



- Save €411 on a single element
- 54%* less energy/ CO_2 emissions and running costs
- 4 out of 5 competitors' elements tested failed the basic "oil carry over challenge"

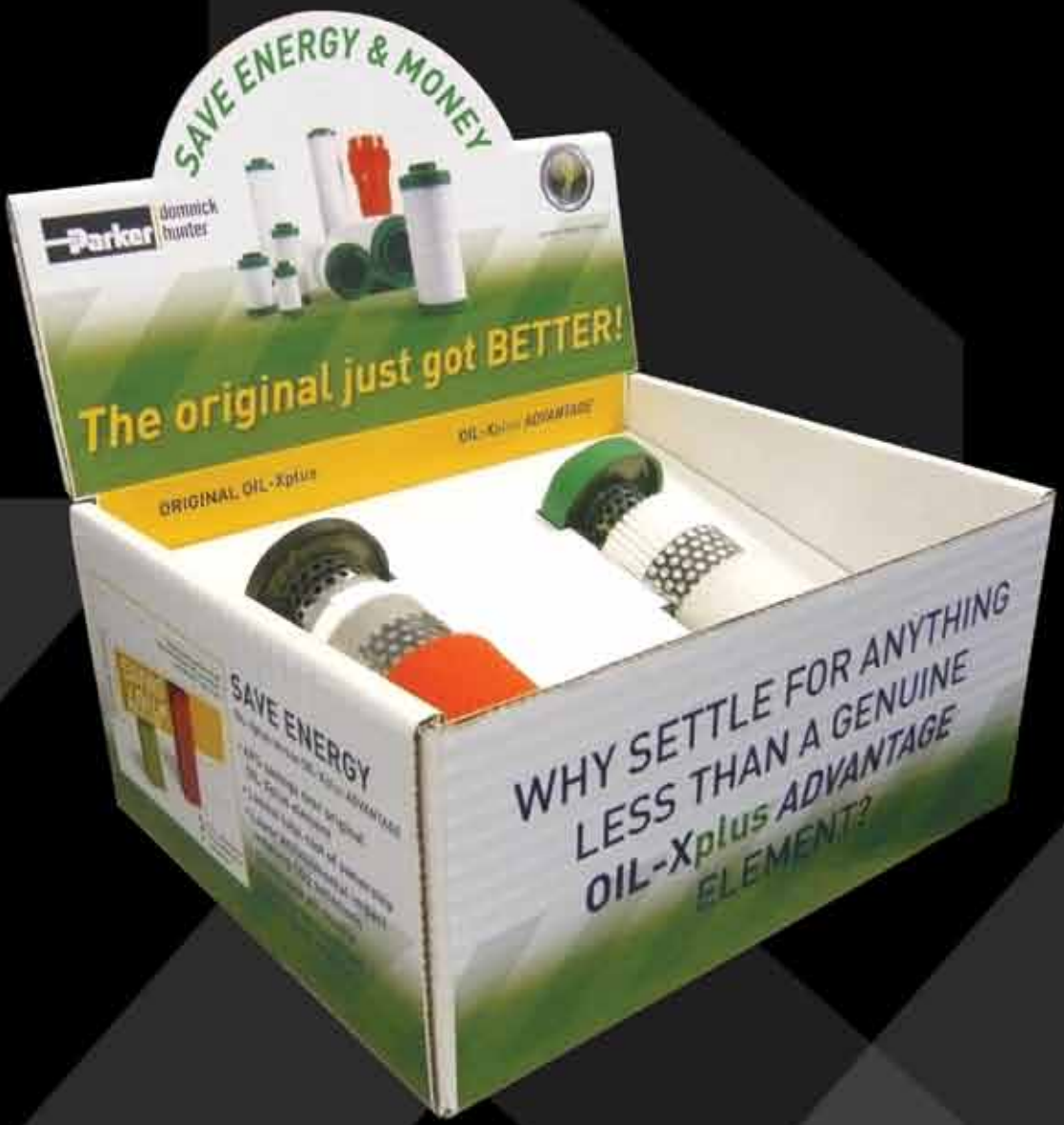
Why settle for anything less than a Genuine OIL-Xplus *ADVANTAGE* element

Lowest Carbon Footprint

OIL-Xplus ADVANTAGE

PRESENTATION BOX

Merchandised materials promoting product differentiation, complete with "Energy & Money Savings" information wrapped around the box sides.

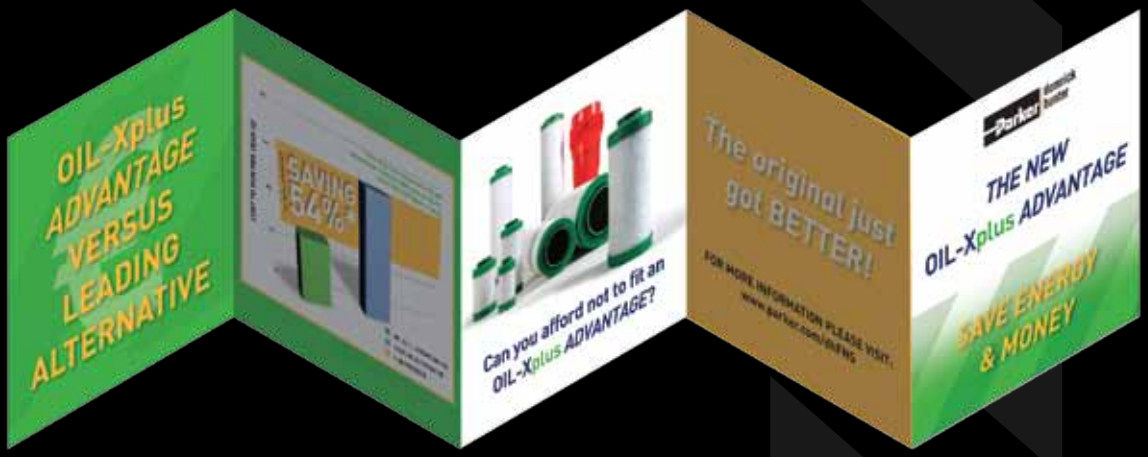

SAVE ENERGY & MONEY
Parker
dominick hunter
The original just got BETTER!
ORIGINAL OIL-Xplus
SAVE ENERGY
WHY SETTLE FOR ANYTHING LESS THAN A GENUINE OIL-Xplus ADVANTAGE ELEMENT?

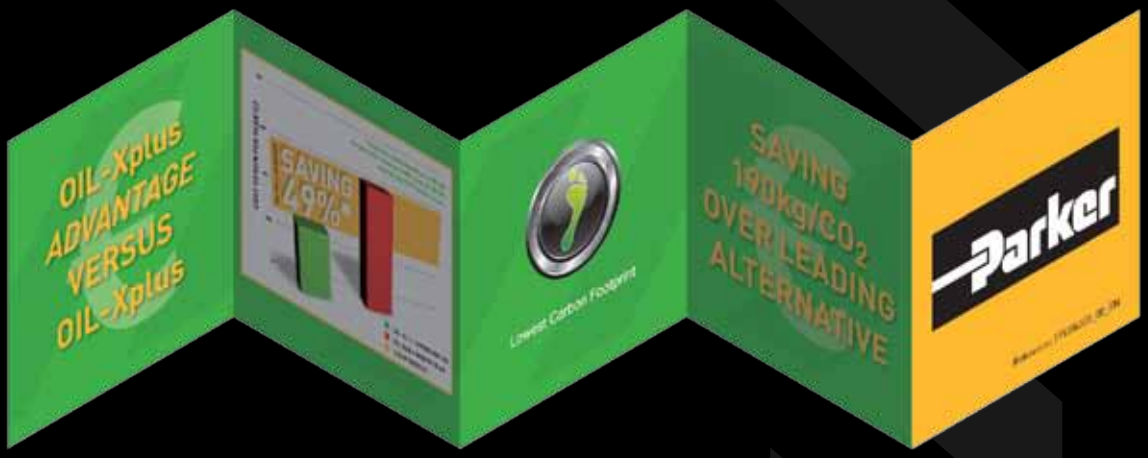
OIL-Xplus *ADVANTAGE*

PROMOTIONAL *'ADVANTAGE'* FLYER

Point of sale leaflet promoting key advantages of the new OIL-Xplus *ADVANTAGE* element. To be used in conjunction with the merchandising box and supplied in the element box.

FRONT COVER


OIL-Xplus ADVANTAGE VERSUS LEADING ALTERNATIVE
SAVING 54%*
Can you afford not to fit an OIL-Xplus ADVANTAGE?
The original just got BETTER!
FOR MORE INFORMATION PLEASE VISIT:
www.parker.com/oilxplus
THE NEW OIL-Xplus ADVANTAGE
SAVE ENERGY & MONEY


OIL-Xplus ADVANTAGE VERSUS OIL-Xplus
SAVING 49%*
Lowest Carbon Footprint
SAVING 190kg/CO2 OVER LEADING ALTERNATIVE
Parker

OIL-Xplus ADVANTAGE

PROMOTIONAL 'POP UP' PEN HOLDER AND ZIPPALOPE

Desk mounted pen holder and calendar designed for distribution and as a general giveaway.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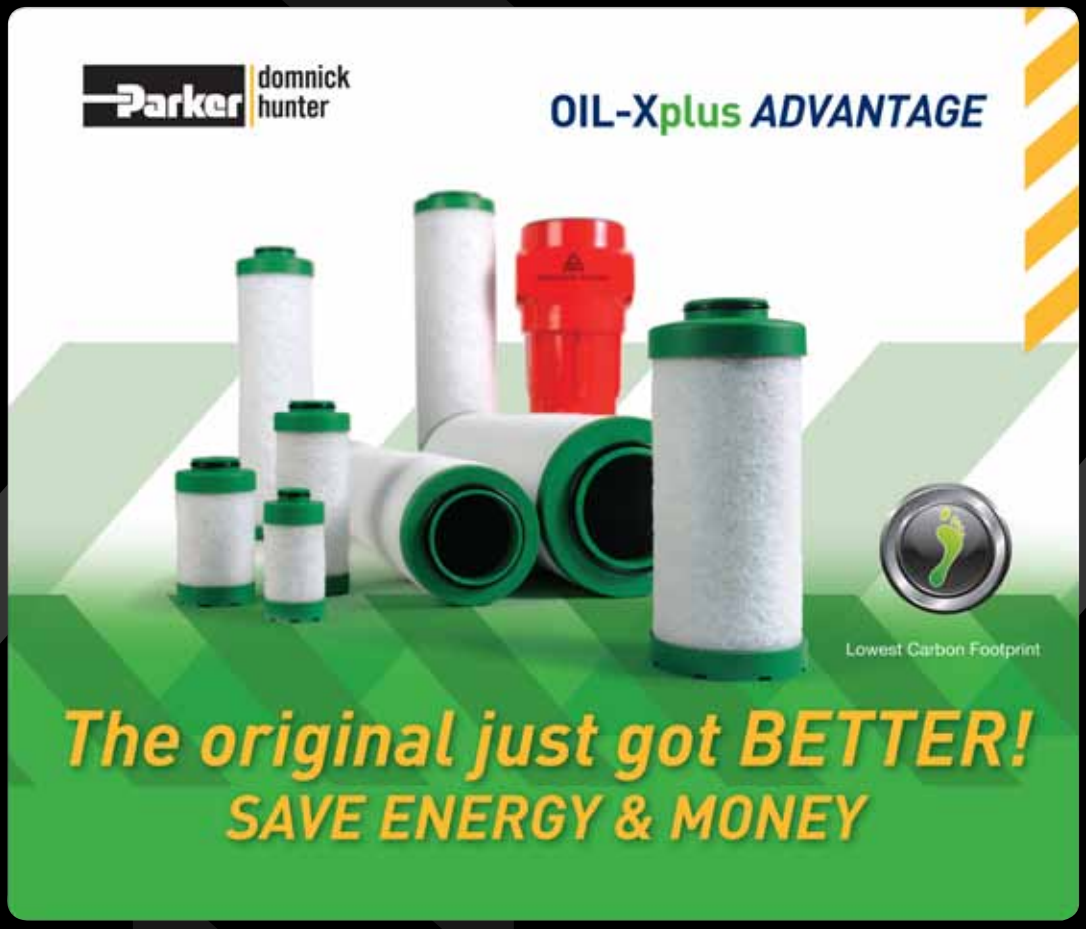
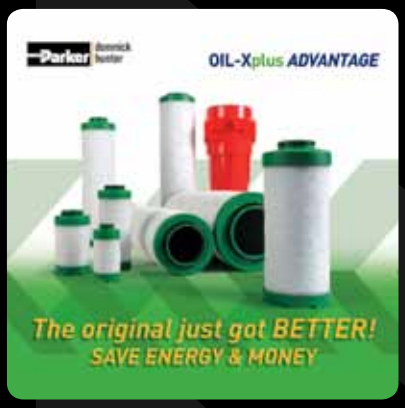
domnick hunter
OIL-Xplus ADVANTAGE
The original just got BETTER!
Parker
domnick hunter
OIL-Xplus ADVA
The original just got BETTER!

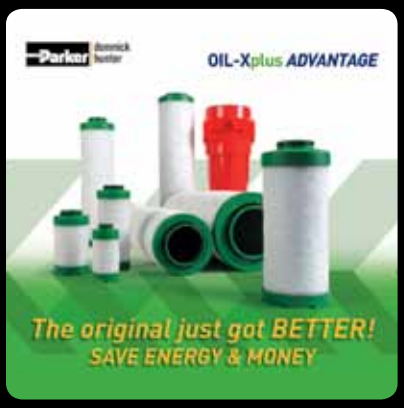
OIL-Xplus ADVANTAGE

MOUSE MAT & DRINKS COASTERS

Cost effective giveaway to keep the Parker domnick hunter name in the forefront of customers minds despite optical mouse products, sales companies and distributors do use them.


Parker
domnick hunter
OIL-Xplus ADVANTAGE
Lowest Carbon Footprint
The original just got BETTER!
SAVE ENERGY & MONEY

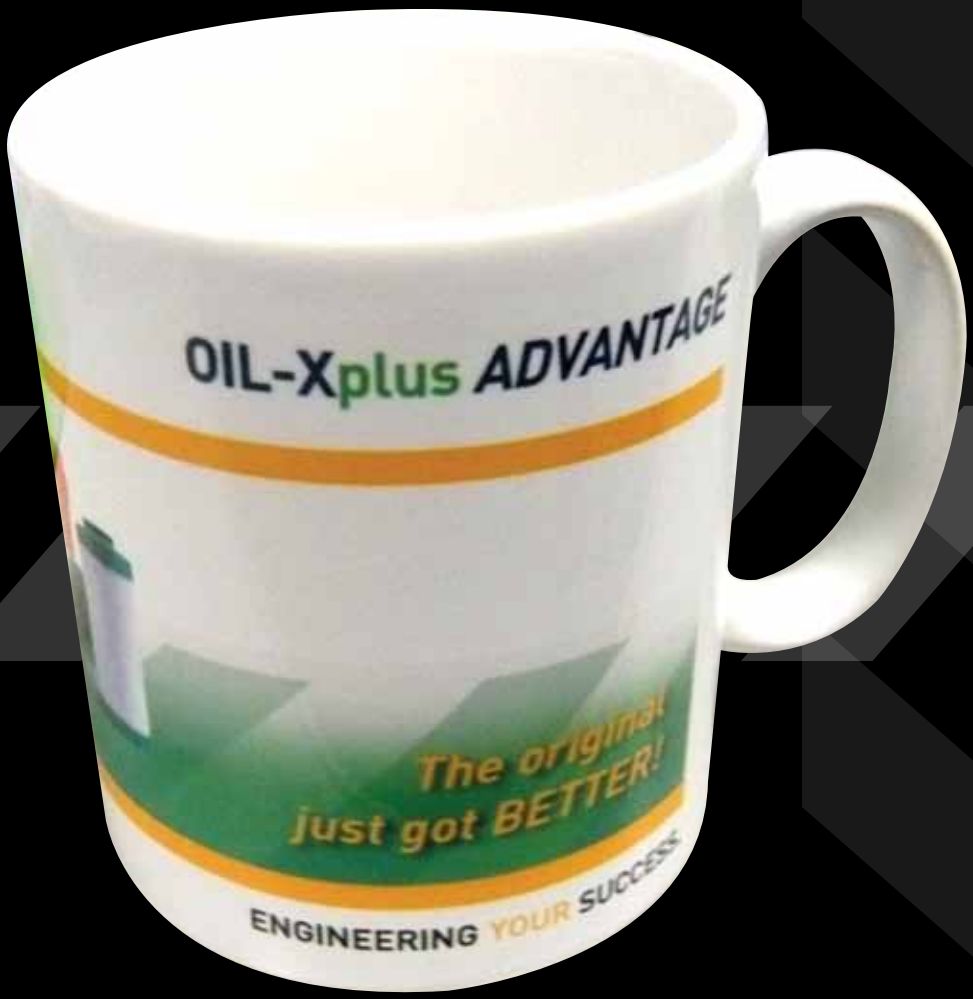

Parker
domnick hunter
OIL-Xplus ADVANTAGE
The original just got BETTER!
SAVE ENERGY & MONEY


Parker
domnick hunter
OIL-Xplus ADVANTAGE
The original just got BETTER!
SAVE ENERGY & MONEY

OIL-Xplus ADVANTAGE

DRINKS MUG

Cost effective giveaway to keep the Parker domnick hunter name in the forefront of customers minds. Can be produced in-house.


OIL-Xplus ADVANTAGE
The original just got BETTER!
ENGINEERING YOUR SUCCESS

OIL-Xplus ADVANTAGE

YEAR PLANNER

2013 OIL-Xplus *ADVANTAGE* Filter Elements

The original just got BETTER!

Parker domnick hunter

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
MONDAY				1			1					
TUESDAY	1			2			2			1		
WEDNESDAY	2			3	1		3			2		
THURSDAY	3			4	2		4	1		3		
FRIDAY	4	1	1	5	3		5	2		4	1	
SATURDAY	5	2	2	6	4	1	6	3		5	2	
SUNDAY	6	3	3	7	5	2	7	4	1	6	3	1
MONDAY	7	4	4	8	6	3	8	5	2	7	4	2
TUESDAY	8	5	5	9	7	4	9	6	3	8	5	3
WEDNESDAY	9	6	6	10	8	5	10	7	4	9	6	4
THURSDAY	10	7	7	11	9	6	11	8	5	10	7	5
FRIDAY	11	8	8	12	10	7	12	9	6	11	8	6
SATURDAY	12	9	9	13	11	8	13	10	7	12	9	7
SUNDAY	13	10	10	14	12	9	14	11	8	13	10	8
MONDAY	14	11	11	15	13	10	15	12	9	14	11	9
TUESDAY	15	12	12	16	14	11	16	13	10	15	12	10
WEDNESDAY	16	13	13	17	15	12	17	14	11	16	13	11
THURSDAY	17	14	14	18	16	13	18	15	12	17	14	12
FRIDAY	18	15	15	19	17	14	19	16	13	18	15	13
SATURDAY	19	16	16	20	18	15	20	17	14	19	16	14
SUNDAY	20	17	17	21	19	16	21	18	15	20	17	15
MONDAY	21	18	18	22	20	17	22	19	16	21	18	16
TUESDAY	22	19	19	23	21	18	23	20	17	22	19	17
WEDNESDAY	23	20	20	24	22	19	24	21	18	23	20	18
THURSDAY	24	21	21	25	23	20	25	22	19	24	21	19
FRIDAY	25	22	22	26	24	21	26	23	20	25	22	20
SATURDAY	26	23	23	27	25	22	27	24	21	26	23	21
SUNDAY	27	24	24	28	26	23	28	25	22	27	24	22
MONDAY	28	25	25	29	27	24	29	26	23	28	25	23
TUESDAY	29	26	26	30	28	25	30	27	24	29	26	24
WEDNESDAY	30	27	27		29	26	31	28	25	30	27	25
THURSDAY	31	28	28		30	27		29	26	31	28	26
FRIDAY			29		31	28		30	27		29	27
SATURDAY			30			29		31	28		30	28
SUNDAY			31			30			29			29
MONDAY									30			30
TUESDAY												31

OIL-Xplus ADVANTAGE

LAUNCH CERTIFICATE

To be issued to all sales personnel attending the product launch.

Parker domnick hunter

This is to certify that

Has successfully completed the
OIL-Xplus *ADVANTAGE*
Product Launch on

Date

Signed on behalf of
Parker domnick hunter
Filtration & Separation Division

ENGINEERING YOUR SUCCESS.

OIL-Xplus *ADVANTAGE*

1 - NEW ELEMENT DATE CHANGE LABELS

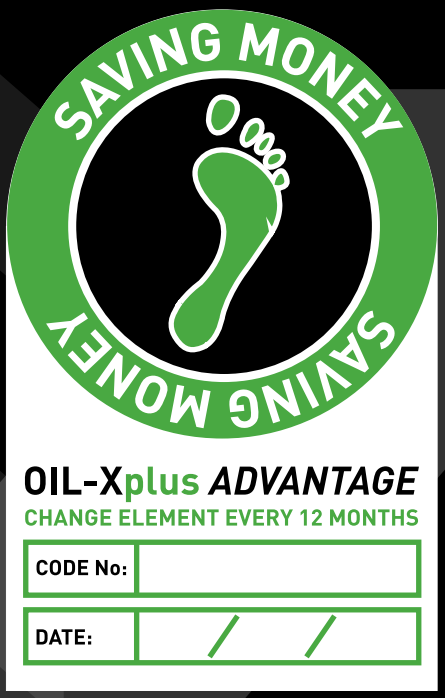
Identifying a new energy efficient element is installed and requiring replacement on an annual basis.

2 - PACKAGING SEAL

Secure packing seal supporting the new OIL-Xplus *ADVANTAGE* element release.

1


SAVING MONEY
SAVING MONEY
OIL-Xplus ADVANTAGE
CHANGE ELEMENT EVERY 12 MONTHS
CODE No:
DATE: / /


SAVING MONEY
SAVING MONEY
OIL-Xplus ADVANTAGE
CHANGE ELEMENT EVERY 12 MONTHS
CODE No:
DATE: / /

2


SAVING MONEY
SAVING MONEY

OIL-Xplus ADVANTAGE

LOWEST CARBON FOOTPRINT GRAPHIC

Example of Carbon Footprint theme supporting the new product range.

Lowest Carbon Footprint

The original just got BETTER!