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Contact: Dean Thornberry  
Blagdon Pump



Ph: 419.526.7207  
Fax: 419-522-7867

dthornberry@idexcorp.com

For immediate release:

**Blagdon Announces AirVantage™ Launch, Revolutionary New Technology that Provides Up To 50 Percent Energy Savings**

Shannon, IRL – March 2011 – AirVantage is a revolutionary, high efficiency Air Operated Double Diaphragm Pump from Warren Rupp, Inc. that saves energy, improves plant efficiency and reduces maintenance costs on both the supply and demand side of a compressed air system. It reduces energy costs by cutting air consumption at the pump, and automatically adjusts as process conditions change to maintain constant flow without manual operation or adjustment. Beta tests and field trials have shown that AirVantage provides up to 50% energy savings compared to traditional AODD pumps.

Previously released in 2010 for IDEX brands SANDPIPER® and Versa-Matic®, the new technology has been proven to perform particularly well in chemical, pharmaceutical, ceramic, paint, and general use applications. AirVantage won *Pumps & Systems* 2010 Innovative Product of the Year, and is a recognized North American green technology for reducing industrial energy intensity by North American energy providers, often qualifying for utility programs and public funding grants. AirVantage now makes its voyage east to Europe and is now available for Blagdon 3-inch metallic pumps with an option for ATEX explosion-proof application.

AirVantage technology reduces air consumption and saves energy by reducing the amount of air volume needed per diaphragm stroke. Pumps with AirVantage operate at full stroke with reduced air volume (SCFM) while sustaining desired fluid flow.

By using AirVantage, facilities are able to run AODD pumps more efficiently. This translates into several benefits for the end user, which includes direct energy savings from running fewer air compressors during peak operating hours, capital expenses related to adding additional air compressors, and greater operational productivity.

“AirVantage can provide a 50 percent SCFM reduction that can result in as much as \$3,000 in annual cost savings from a single 3-inch pump application. Over a five year period, this breakthrough technology can save a facility more than \$15,000 in just energy costs alone,” according to Dean Thornberry, Director, Product Commercialization, IDEX Corporation. “AirVantage also adapts to changing process conditions to maximize energy savings, so the operator doesn’t have to manually work a dial all day long to manage air consumption. This product does it all automatically and without electricity.” added Thornberry.

AODD pumps with energy saving technology are equipped with a microprocessor that is adaptive and continuously manages the amount of air volume required to operate the pump at desired flow rates.

This adaptive technology determines the optimal diaphragm rod velocity and relays the information to an air distribution valve at the air inlet location of the pump. The valve acts as a gated air management system, allowing only enough air to enter each inner pump chamber. Diaphragms perform at their optimal operating point, with less air consumption. As the pump experiences air inlet fluctuations or other changes that affect air flow, the system adapts to optimize the pump's performance.

Energy saving technology maintains true sustainability by utilizing existing air flow to provide its own electricity and power to the device. This eliminates the need for batteries or hard wiring. No training or special set up is required to operate the energy saving technology, which installs exactly like traditional AODD pumps.

#### About Blagdon UK.

Blagdon is a leading manufacturer of air operated double diaphragm (AODD) pump. Products are sold worldwide through a network of independent, factory-authorized distributors.

For more information, contact Blagdon Pump, IDEX Pump Technologies, Shannon Industrial Estate, Shannon County Clare Phone: +353 (0) 61471933. Or, visit [www.blagdonpump.com](http://www.blagdonpump.com)

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