



a brief summary of **CHADSON GRANULAR FILTERS**

..... and a good time to review the many strengths & attributes of Chadson filters.

From a modest beginning



- ❖ It all started in 1976 with our HS-16 Filter. Due to its unique characteristic shape, early HS-16 filters were affectionately known as PIGS.
- ❖ At the time of its development, the HS-16 filter was unique in the world. Its development did not happen easily; nor did it happen overnight.
- ❖ The CHADSON product range has long since expanded with a comprehensive range of horizontal & vertical filters – some 46 different sizes and models.
- ❖ There are more than 4,000 Chadson filters presently in service throughout Australia. Many of these filters are more than 25-years old and continuing to provide valuable service, day after day.

Manufacturing Know-How

Over the years Chadson's FRP production and tooling has been continually refined and developed according to current day, best practice.



Special Stainless Steel Moulds



Purpose Built Jigs & Fixtures



Experienced FRP Fabricators

**Quality Assured &
proven with each
vessel individually
certified by test
pressures**

Innovative Product Features

Chadson has designed & developed many industry specific details:-

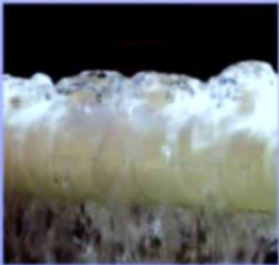
- ▶ Patented FloModuLata™ internals (Patent No PP 743517)
- ▶ Air Scour Laterals with internal BW Tube
- ▶ Shunt Pulse Backwashing® (SPB) – simultaneously using water and air
- ▶ Purpose built Kinetic Air Vents/Vacuum Breakers.
- ▶ Viewing windows, different hatch & connection details.



It's what's inside the filter that counts!



FloModuLata Underdrain



Calibrated inlet nozzles, providing even distribution of incoming soiled water



FloModuLata Distributor

Imported and locally made filters are of a vastly different grades. The most notable difference is process EFFICIENCY with Chadson's permeable and flat filter beds capable of providing longer filter run times and longer media life.



“With Chadson filters, flat & effective filter beds are readily maintained.”

Case History

Many of Australia's best plant rooms use CHADSON filters, as supplied & installed by Accredited PWT Contractors.



CHADSON filters are commonly installed by professional and accredited Contractors, who know what works and how long it will last.

Our strengths



- ❖ Chadson do more than just make granular filters.
- ❖ We are not a catalogue filter sales Company.
- ❖ We are technically capable of providing sound advice and recommendations, based upon years of practical experience.
- ❖ We understand the nature of competitive tendering and are willing to help you develop tender winning options.
- ❖ We also understand impacts on public health and cost of ownership.

Australian-Made

Seven reasons why you should buy from an Australian filter manufacturer:-

1. You will help maintain a **local manufacturing base** and help retain much needed skills within Australia.
2. You will be taking advantage of our **home grown expertise** from other Australians who share common interests.
3. You will help **retain and create Australian jobs** – every direct job within manufacture leads to another 4.3 jobs in the local economy.
4. You'll **keep money within the local economy** – For every \$100 spent with a locally owned business, more than \$83 is likely to stay here versus less than \$29 when spent with an overseas foreign owned business.
5. You will keep **profits and taxes in the Australian economy**. This can ultimately provide much needed services that benefit Australians from all walks of life.
6. You will be buying products **built to Australian Safety, Quality, & Environmental Standards**.
7. You'll be buying **value for money** - with filters built up to an appropriate standard; not down to a price.

What's in it for Consultants?

- ▶ Knowledge that the Chadson product is “Tried & Proven”.
- ▶ Confidence that the product is truly “fit for purpose” and capable of providing a long service life.
- ▶ Comfort, whereby the specification of Chadson product will enable and encourage broad based compulsory competitive tendering.
- ▶ Confidence that the product can be serviced and maintained by Authorized Service Centres, throughout Australia.
- ▶ Knowing that the Consultant's specified water quality parameters and washwater targets can be confidently delivered.
- ▶ Knowing that the grade and the cost of a Chadson filter is appropriate for the intended task.

What's in it for Contractors ?

Chadson policy is simple.....those who support the Chadson brand, get our enduring support! More specifically this means:-

- ✓ You get a credible product, at a reasonable cost, delivered on time.
- ✓ A filter, which will meet and exceed all expectations & performance guarantees.
- ✓ With the tried & proven history of Chadson filters, you are entitled to be confident. More than likely the product has been used for hundreds of many similar uses.
- ✓ If you did ever encounter an issue, we are only a phone call way. We are based in Australia; not some other remote corner of the world.
- ✓ From the initial enquiry, right through to after sales service, you can count on our proactive service & advice.
- ✓ If you are part of the Chadson family, we will gladly provide referral's for new projects, possible plant upgrades & service work.
- ✓ As part of the Chadson family, you have ready access to our 50 plus years of experience & expertise.

Imported Product

- ▶ Imported filters are only cheap, **if they deliver the same performance as a Chadson Filter.**
- ▶ The three (3) fundamental differences between Chadson and imported filters are:-
 - i. Likely Service Life** – Chadson filters will commonly provide a service life of 25-years. This is not an estimate based upon any accelerated test methods. Its based on real life case history.
 - ii. Frequency of a Lateral & Media Change** – Whilst there are many projects that have obtained exceptionally long life, a Chadson filters generally require a media replacement after about 10-15 years. The fine print detail of an imported filter will commonly require a media and lateral change every five years.
 - iii. Backwash Efficiency & Filter Run Time** - Filters are only as good as their backwash efficiency! With Chadson, filter runs of up to 14-days (w/o flocculants) and 10-days (c/w flocculants) are common.

Imported Product – Rouges Gallery

Under Australia's harsh conditions, many imported filters struggle to meet all reasonable expectations.



Structural Collapse

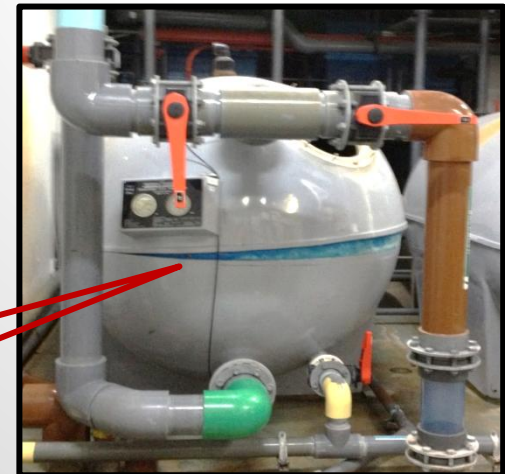


Leaking Fittings



Structural Failure

**IMPORTED
PRODUCT IS
ONLY CHEAP IF
IT'S TROUBLE-
FREE!!**



Structural Failure

How do Owners protect themselves?

- ❖ SIMPLE: Don't make a purchase on the basis of lowest APPARENT cost. Do your homework, seek clear answers & technically sound explanations. Don't rely on one-sided (so-called) "expert" advice offered by the proponent of imported pool filters.
- ❖ Get advice from experienced mainstream aquatic Consultants.
- ❖ Conduct some simple due diligence:-
 - i. Where was the filter made?
 - ii. Where has it been used on other similar projects in Australia?
 - iii. Does the overseas manufacturer have an Australian registered Company? If not, what local service arrangements are available?
 - iv. How does it perform? How regularly will you need to backwash the imported filter? How much water is used for backwashing? How frequently will you need to replace the filter media and the laterals.
 - v. Why wasn't an option for an Australian-made product offered?
 - vi. What arrangements exist between the overseas manufacturer and the proponent of imported filters?
 - vii. What happens if something goes wrong? Who & How is the issue resolved.

Let's be upfront

PWT Contractors, who seek **competitive advantage**, on the basis of promoting “low grade/low cost” imported filters, **FAIL to understand** several basic issues:-

- ❖ Pool water filtration relates directly to many **critical public health issues** – failure to meet specific performance requirements, can have dire consequences.
- ❖ Pool water filtration also has direct impact on the Client's **cost of ownership**. This can be as simple as the extent of water usage & or the need for premature filter replacements.
- ❖ Essentially, imported product can be seemingly cheap, because it is of a lower grade that has one sole purposeto be the cheapest possible option, **without due regard for other issues**.

“The effectiveness of a filter option needs to consider the products capability, its availability, its reliability, and its maintainability”.

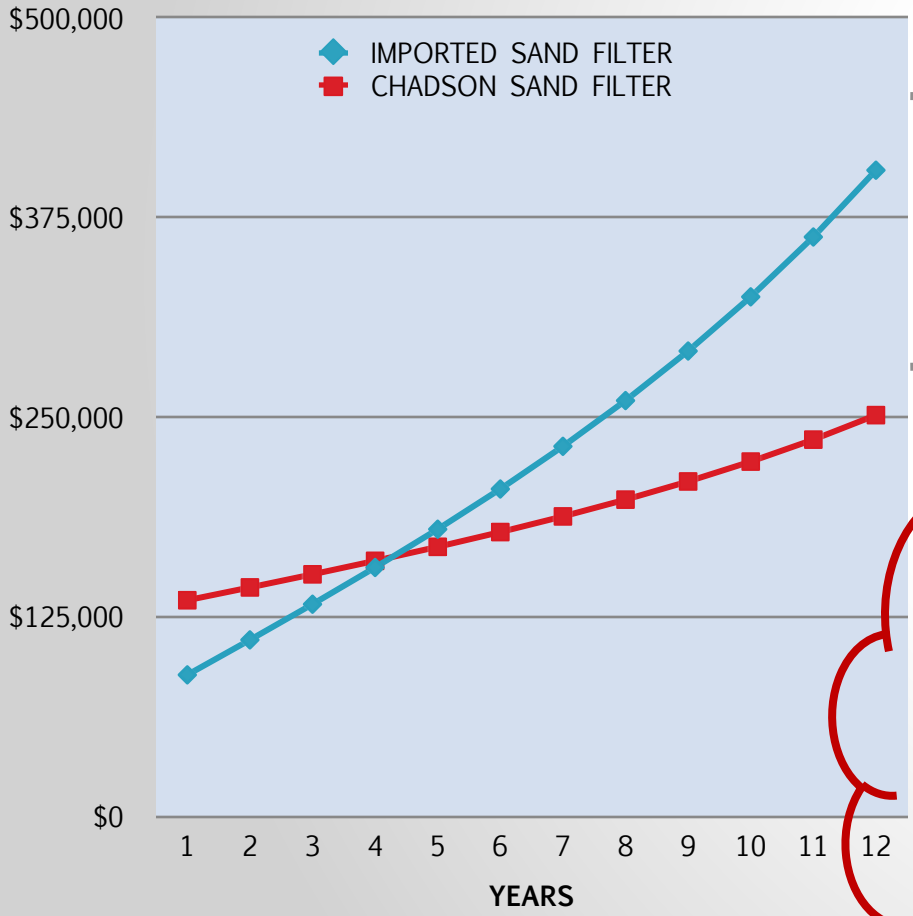
Life Cycle Costs (LCC)

- ❖ **PROCUREMENT** cost is the only value in a LCC study that is often well known and identified. It's a simple criterion, which can be easily applied by virtually anyone. HOWEVER, this method can prove to be **a very POOR financial decision**.
- ❖ Procurement cost is just like the tip of a large iceberg. Seeing the iceberg doesn't guarantee clear & safe passage. Like the iceberg's large underlying (& hidden) structure, **SUSTAINING COSTS** are infinitely more significant and relevant.
- ❖ In the words of John Ruston (LCC expert).....***It's unwise to spend too much, BUT foolish to spend too little***".
- ❖ Higher grade products will commonly provide benefits not limited to longer life and better performance. Cheaper options will commonly have increased maintenance costs and higher Life Cycle Costs.
- ❖ Life Cycle Cost = cradle to grave costs, with **SUSTAINING COSTS** that are far greater & more relevant than **ACQUISITION COSTS**

Typical LCC- Graph

PROCUREMENT COST TELLS ONLY ONE SMALL PART OF THE STORY!!!

SMALL COST DIFFERENCE AT ACQUISITION TIME.



A LARGE PRICE GAP THAT GETS WORSE WITH TIME!

WHEN COMPARED TO THE LIKELY SERVICE LIFE OF A CHADSON FILTER, THIS GRAPH CONSIDERS A COMPARATIVELY SHORT TERM OF ONLY 12-YRS

Where do you get it.....

- ▶ CHADSON filters are supplied and installed by **accredited Pool Water Treatment (PWT) Contractors.**
- ▶ You can tell a lot about a Contractor's capability and their general know-how **according to the filters they sell.**
- ▶ **1st Grade Contractors** understand all the issues and will commonly have a strong preference for CHADSON Australian made filters.
- ▶ **2nd Grade Contractors**, who “*run with the hare and hunt with the hounds*” will commonly promote the cheapest possible filter option; even if its made on the other side of world, with little or no case history within Australia.

**CONTACT US, IF
YOU NEED
HELP IN
FINDING A 1ST
GRADE
CONTRACTOR.**

A final word....

- ❖ Join with us to promote the fact that the purchase of an Australian-made CHADSON filter **makes good economic sense** for all stakeholders.
- ❖ With an unequalled and proven track record of 45 years since the first installations of the HS16, **we remain as hungry** to service your current and future needs, as we were with our very first filter sale.
- ❖ Don't hesitate in seeking further information. **There is a lot more to this story.** You deserve to know all the facts!

Sales - Ph. (08) 9344 3611

enquiries@chadson.com.au

Spare Parts – Ph. (02) 9550 3253

danfulham@fulfab.com.au