

NEW-PRODUCT RELEASE

CONTACT:

Tom Tonkins  
ADEY Innovation LLC  
(412) 406-8292  
[tom.tonkins@adey.com](mailto:tom.tonkins@adey.com)

## Introduction of *MagnaClean Commercial*<sup>™</sup> Brings Vital Protection Against Iron Oxide Sludge to Large Hydronic Heating & Cooling Installations

ADEY<sup>®</sup> Unveils Another Magnetic Filtration Solution to the North American Market

PITTSBURGH, PA (DECEMBER, 2016) — As contractors become all too familiar with the damaging effects of iron oxide sludge on today's high-efficiency commercial hydronic heating and cooling installations (see box on page 2), the need for a solution has been growing. ADEY<sup>®</sup> Professional Heating Solutions is answering that need with the introduction of the *MagnaClean Commercial*<sup>™</sup> Magnetic Filter range to the North American market.



TOP: *MagnaClean Commercial* filter. Rendering shows black handles of removable magnetic rods on top of unit, and inlet/outlet valves on the sides of canister. BOTTOM: Inside view, showing magnetic rods.

### How *MagnaClean Commercial*<sup>™</sup> Works

*MagnaClean Commercial*'s unique, patented magnetic filtration system starts to work immediately upon installation, removing virtually all of the suspended iron oxide that collects in hydronic heating systems. "The removal of iron oxide is facilitated simply by the flow of water through a central magnetic core, which is populated by a series of magnetic rods inside the canister," says Dr. Neil Watson, ADEY Global Technical Director.

By removing sludge from the system, *MagnaClean Commercial* restores peak performance and decreases maintenance costs over the life of the system. It also offers a solution for the most common complaints in commercial hydronic systems, including poor system circulation, blocked system pipes and radiators, and excessive system noise.

ASME-listed *MagnaClean Commercial* filters will be rolled out as a full line of commercial products, with five inlet and outlet flange size options including 2", 3", 4", 6" and 8". All *MagnaClean Commercial* units are designed for use in light-commercial to heavy-industrial applications, and feature cast stainless steel canister bodies containing multiple magnetic rods. Each rod has its own handle to facilitate easy, one-at-a-time removal and cleaning when the rods become saturated with iron oxide sludge. Multiple installation options allow for flexibility within any commercial application.

## ***MagnaClean Commercial* Technology Comes Out Ahead of Other Filtering Methods**

Although other filtration methods do exist, Dr. Watson points to ADEY internal research demonstrating the superiority of MagnaClean technology. “When compared with a dirt separator and a basket filter, our test results show that ***MagnaClean Commercial*** is up to 80% more effective in capturing iron oxide sludge than these other forms of filtration, delivering up to a 30% improvement in energy-efficiency.”

In addition, a 2” ***MagnaClean Commercial*** collected over three pounds of iron oxide during a two-hour cycle at a standard flow rate. By comparison, a 2” basket filter collected less than one ounce. A comparable dirt separator collected just over a half ounce of iron oxide under the same flow conditions. Pressure drop is also significantly lower across a ***MagnaClean Commercial*** filter than with the other methods of filtration — 54% less than a dirt separator and 68% less than a basket filter. \*

\*All data based on studies of European systems, using the European version of MagnaClean Commercial product.

### ***MagnaClean Commercial* Benefits**

In addition to maintaining optimal system performance, ***MagnaClean Commercial*** offers the following benefits:

- Highest quality, temperature resistant neodymium magnets
- Magnetic rods can be removed individually for easy servicing
- Flexible installation options
- ASME approved
- No ongoing operating costs
- Improves energy efficiency
- Decreased maintenance costs
- Restores peak system performance
- Extends system life

### **Part of a Full Line of ADEY Solutions**

The ADEY story began over a decade ago, when founder Chris Adey — who was himself a plumbing contractor — began searching for a way to remove the black sludge he routinely found in systems he was servicing. Chris created the prototype for the first ***MagnaClean*** unit in his garden shed, based on ideas gathered from hands-on experience and first-hand knowledge. Since this modest beginning, today’s state-of-the-art ***MagnaClean*** filters

### **The Problem: Iron Oxide Sludge**

Iron oxide sludge, an unavoidable result of oxidation inside untreated hydronic heating systems, is emerging as a serious problem.

Narrower waterways are now the standard in boilers — smaller-diameter pipes increase efficiency, but clog easily as sludge accumulates. This buildup causes a dramatic reduction in system efficiency, an increase in operating costs, and potentially expensive damage. Compounding the problem, ECM pumps, which have variable speed motors for higher efficiency, contain magnets. These magnets pull iron oxide into the circulator. Even very small quantities can foul the pump.

### **The Solution: *MagnaClean***

***MagnaClean*** Magnetic Filtration technology virtually eliminates iron oxide sludge. ***MagnaClean*** relies on powerful, rare earth neodymium magnets to pull damaging iron oxide out of system water. The device is beautifully simple – with no moving parts, ***MagnaClean*** captures sludge out of water as it circulates past the magnets in the canister. As sludge is removed, system efficiency is restored.

***MagnaClean*** is changing the way contractors work, because customers routinely blame boiler or circulator failure for problems that are actually the result of the accumulation of system sludge and debris. As a result, contractors are forced to perform countless warranty repairs. “Contractors are saying they need a solution to this problem,” says Tom Tonkins, Director of U.S. Business Development for ADEY. “We’re going to offer magnetic filtration technology to cure the problem. It’s not a big investment, so it’s an easy decision.”

have become a trusted solution in Europe, and have been installed in over three million homes there.

ADEY began its U.S. rollout of products in October with the *MagnaClean Professional2*, a residential filter. Two additional filters sized for residential and light-commercial applications are also being introduced, in addition to the full line of *MagnaClean Commercial* filters. MagnaClean filters are part of ADEY's **Best Practice™** System Process, a multi-step routine designed to clean and protect hydronic heating systems for maximum efficiency.

###

**For more information on the ADEY MagnaClean Commercial**, please visit: [adeyusa.com](http://adeyusa.com).

**For a video on the ADEY MagnaClean Commercial**, please visit: [adey.com/video](http://adey.com/video) and click on MagnaClean Commercial.

**For more information on the full line of ADEY filters and other Best Practice System Process solutions**, visit [adeyusa.com](http://adeyusa.com). You can also telephone us at (844) 378-0442 or e-mail us at [info@adeyusa.com](mailto:info@adeyusa.com).

**For editorial assistance**, contact John O'Reilly at O'Reilly DePalma, 28 West Kansas Street, Suite 2C, Frankfort, IL 60423; tel.: 815.469.9100; e-mail: [john.oreilly@oreilly-depalma.com](mailto:john.oreilly@oreilly-depalma.com).

**Hi-res versions of photographs to accompany this release** are available for immediate download in .tif format by using this link: <http://ADEY.oreilly-depalma.com/2016/TQ COME>.

---

**ADEY PROFESSIONAL HEATING SOLUTIONS** is headquartered in Cheltenham, England, and has sales offices throughout the United Kingdom and Europe. U.S. operations are based in Pittsburgh, PA.

ADEY® is the industry-leading name in magnetic filtration, delivering **Best Practice™** maintenance and protection for domestic and commercial hydronic heating systems. Best Practice heating system protection is a five-step process using products engineered to ensure maximum efficiency in hydronic heating systems. ADEY's *MagnaClean®* filters are the best-selling brand in the U.K. with more than three million installed throughout Europe. Tens of thousands are fitted monthly, making it the leading filter for installers and homeowners. In addition, ADEY filters help protect the environment by reducing carbon emissions. ADEY also manufactures a growing range of premium quality chemicals developed in the U.K. at ADEY's own accredited laboratory.

For more information on ADEY and the entire line of ADEY's magnetic filters and Best Practice solutions, please call (844) 378-0442 or visit our website at [www.adeyusa.com](http://www.adeyusa.com).



The ADEY® and MagnaClean® logos and word marks and the MagnaCleanse® word mark are Registered Trade Marks of ADEY Holdings (2008) Limited used under sub license by ADEY Innovation LLC.

The MagnaClean Micro2™/Professional2™/Professional2XP™/DualXP™, MC1+™/MC3+™ and MagnaCleanse RapidFlush Filter™ logos and word marks and the MagnaCleanse™ logo are trademarks of ADEY Holdings (2008) Limited used under sub license by ADEY Innovation LLC.