

**Take Your Products In  
Exciting New Directions With  
Advera® Specialty Zeolites.**

# Advera® Specialty Zeolites.

## Exceptional performance from a molecular workhorse.

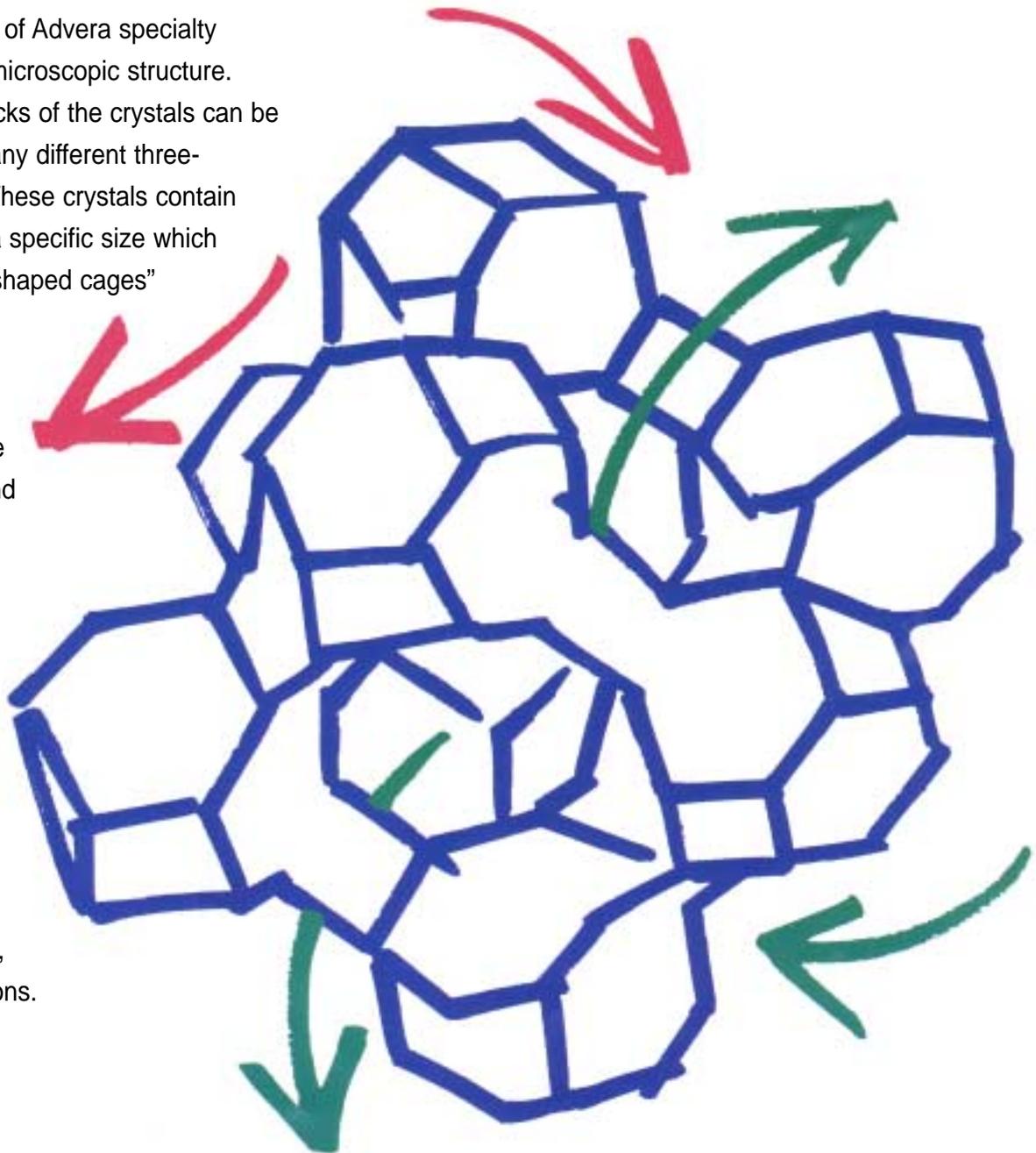
Advera specialty zeolites from PQ Corporation are earth-friendly crystalline oxides of aluminum and silicon built to carry out specialized functions that make your chemicals and processes work better. Their unique pore-like framework is the key to performance. This open structure gives the crystals exceptional properties and molecular filtering abilities. They can enhance a wide range of applications like trapping acidic by-products from polymers and plastics, conditioning air, cleaning toxic compounds from soil, and purifying water.

The amazing flexibility of Advera specialty zeolites rests in their microscopic structure.

The basic building blocks of the crystals can be bonded together in many different three-dimensional shapes. These crystals contain microscopic pores of a specific size which are the entrances to “shaped cages” or “channels.” This means unique types of pure, uniform Advera zeolites can be tailor-made to meet and exceed performance expectations in your applications.

### Specific actions

Advera zeolites use to get the job done include molecular sieving, adsorption, separation, ion exchange, desiccation, and filler/carrier functions.



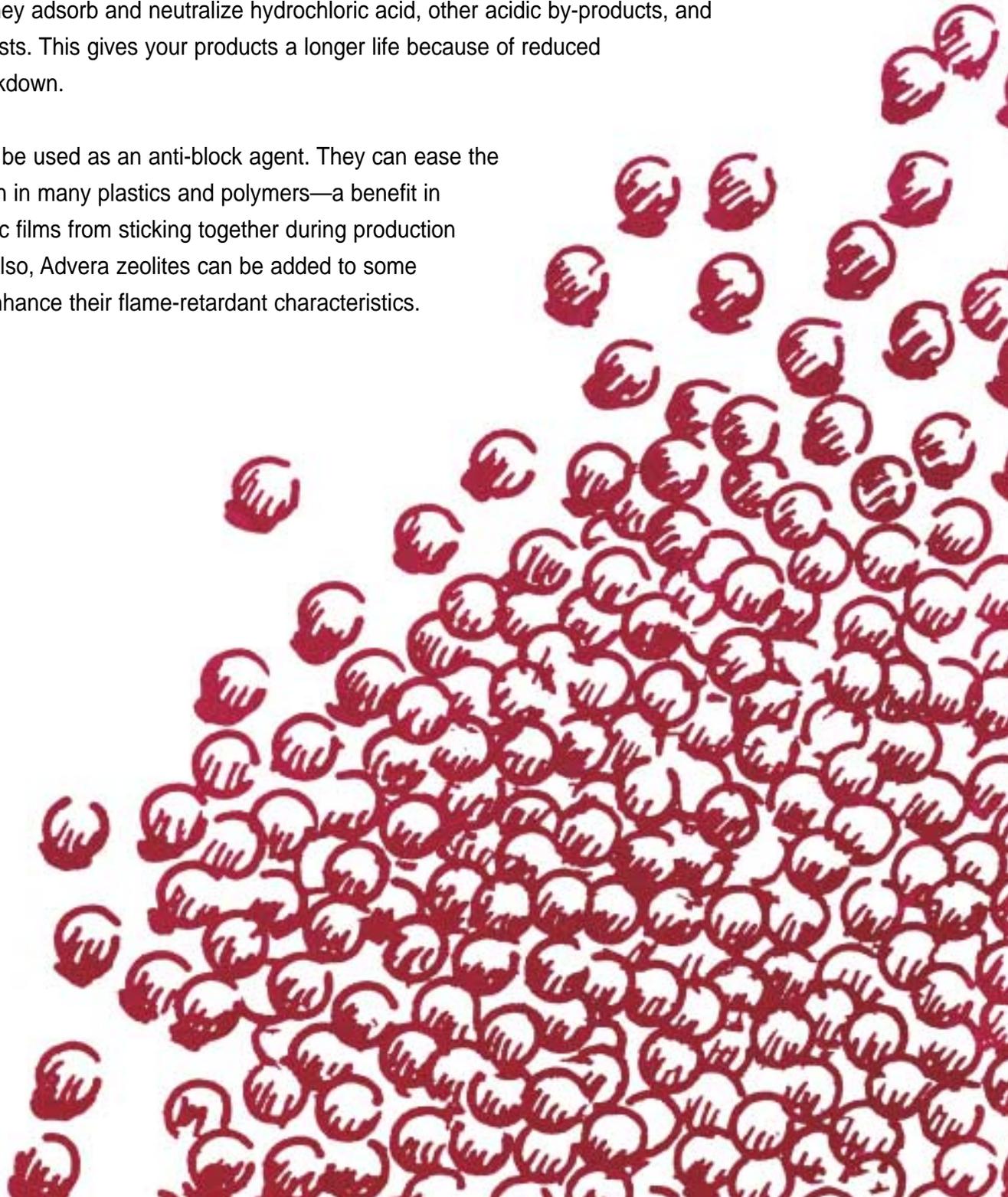
# Advera really is the additive solution.

Helps plastics and polymers live longer.

Dynamic Advera specialty zeolites can be put to work in your polymer or plastic part to get dramatic results.

For starters, they adsorb and neutralize hydrochloric acid, other acidic by-products, and residual catalysts. This gives your products a longer life because of reduced chemical breakdown.

They also can be used as an anti-block agent. They can ease the surface tension in many plastics and polymers—a benefit in stopping plastic films from sticking together during production and storage. Also, Advera zeolites can be added to some materials to enhance their flame-retardant characteristics.



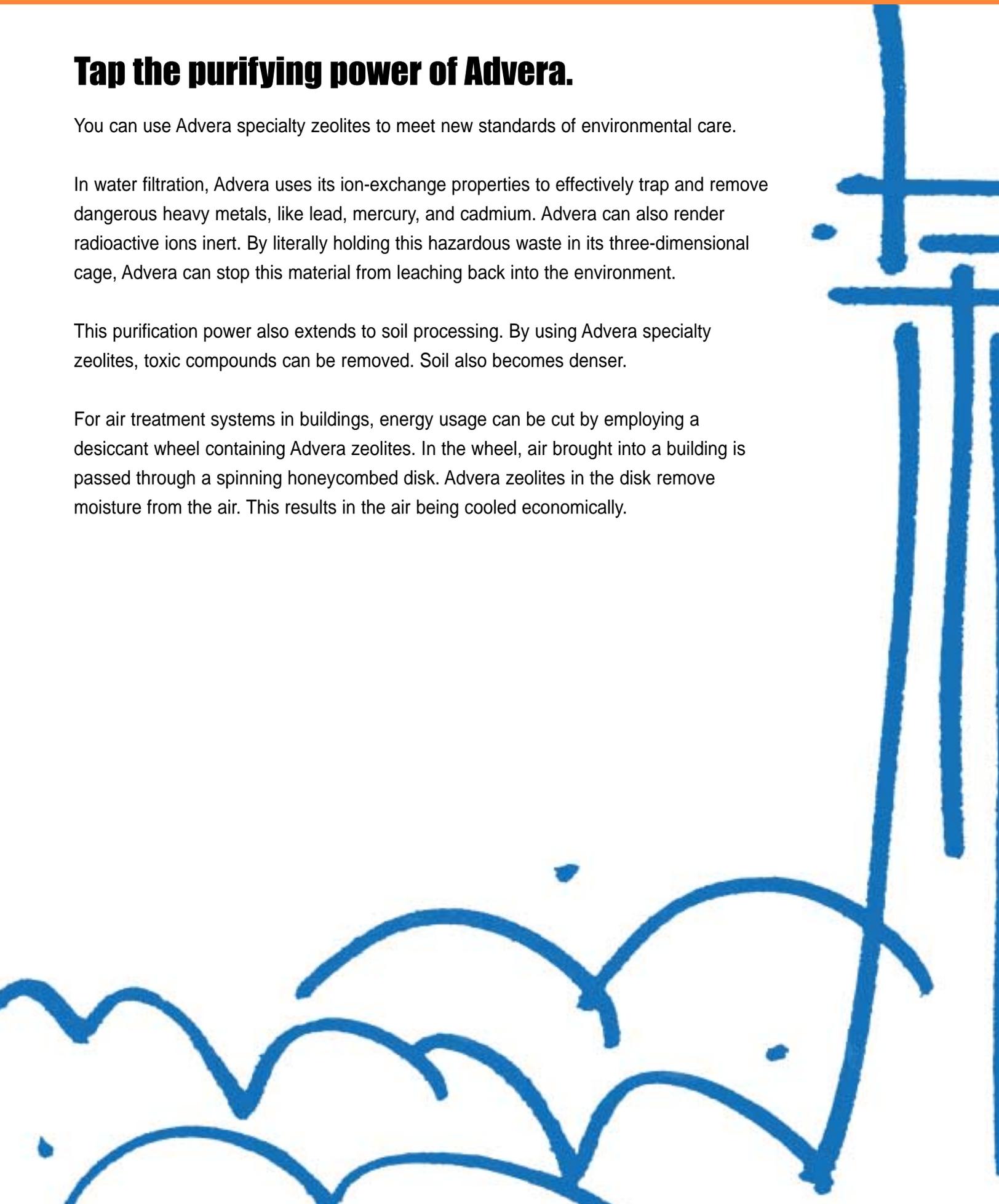
## Tap the purifying power of Advera.

You can use Advera specialty zeolites to meet new standards of environmental care.

In water filtration, Advera uses its ion-exchange properties to effectively trap and remove dangerous heavy metals, like lead, mercury, and cadmium. Advera can also render radioactive ions inert. By literally holding this hazardous waste in its three-dimensional cage, Advera can stop this material from leaching back into the environment.

This purification power also extends to soil processing. By using Advera specialty zeolites, toxic compounds can be removed. Soil also becomes denser.

For air treatment systems in buildings, energy usage can be cut by employing a desiccant wheel containing Advera zeolites. In the wheel, air brought into a building is passed through a spinning honeycombed disk. Advera zeolites in the disk remove moisture from the air. This results in the air being cooled economically.



## **Makes your products kind to the whole planet.**

Extensive studies have shown that zeolites are safe to humans and the environment. That's because products like Advera are manufactured with silica from sand, and alumina from bauxite ore. The result is a completely inorganic, nature-compatible product.

After this crystalline aluminosilicate does its job in your process, its alkalinity drops as it reenters the environment. Then it decomposes into its natural constituents that join with the natural waters or mix with other insoluble matter that makes up most of the earth's crust. In the end, you'll maintain the elemental balance of the environment.



## **Quality's our top ingredient.**

With our world-class manufacturing track record, you're assured of total quality management. From advanced research and development... through efficient manufacturing and process control... to prompt service—we'll constantly exceed your requirements. And by using Continuous Quality Improvement methods, we'll enhance our products and processes while concentrating on important areas of customer satisfaction: reliability, sales support, and technical assistance.

## **Support that stands behind you. From planning to delivery.**

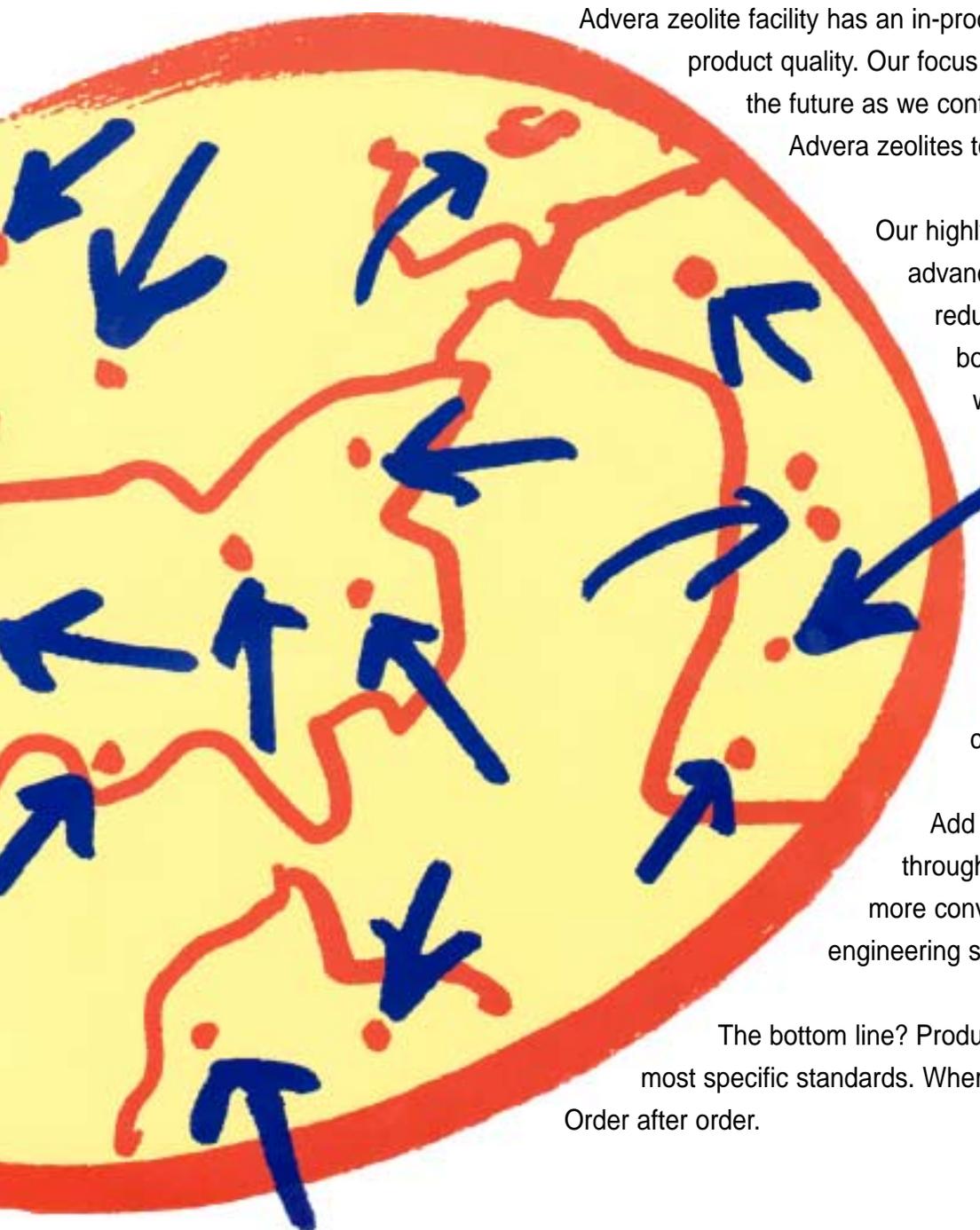
Our customer service, sales, and technical support teams are ready to help you make the right moves. We'll assist with initial product selection... translate your specifications into product lineups... and make sure that you meet your scheduling requirements. Advera specialty zeolite experts are prepared to give you the level of service and support you need.



## Wherever you are. Advera Zeolites. On spec. Order after order.

As a world leader in zeolite production, PQ supplies manufacturers around the globe. Satisfying their needs is a challenge we enjoy. To make it happen, we blend the ingredients of product quality, partnership, and a commitment to continuous improvement.

We're even taking the lead in systems designed to boost manufacturing efficiency. We constantly monitor our entire production process with statistical process control systems. And every Advera zeolite facility has an in-process testing laboratory to check product quality. Our focus on quality even extends into the future as we continue to research ways to tailor Advera zeolites to fit new applications.



Our highly skilled workforce uses advanced production techniques to reduce operating variables and boost reliability. Everyone who works for us has ample background and training in their specialty. And we recognize the importance of high-level computer technology experience, because it lets our employees make sure we meet the strictest standards for consistency and purity.

Add to that our dozens of locations throughout the world and you'll get more convenient communications and engineering support, plus quick delivery.

The bottom line? Products from PQ match your most specific standards. Wherever you are in the world. Order after order.

# You set the bar. We'll leap over it.

At PQ, we know zeolites. We've been working with silicates for more than 150 years. But we owe our success to one thing: listening to our customers. Because that's the only way we know how to produce products that exceed their highest expectations.

So what happens when your market demands a new generation of high-performance products? Again, we pay attention to your needs and make sure we work together to meet the challenge. Our Advera specialty zeolites are used successfully in various manufacturing and environmental applications. Key examples of how we've helped companies like yours reformulate their future.

## Improve your products with Advera specialty zeolites.

Find out how today.

Call 1-800-944-7411.



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[www.pqcorp.com](http://www.pqcorp.com)

PQ Corporation, recently acquired by JPMorgan Partners, is a leading producer of silicate, zeolite, and other performance materials serving the detergent, pulp and paper, chemical, petroleum, catalyst, water treatment, construction, and beverage markets. It is a global enterprise, operating in 19 countries on five continents, and along with its chemical businesses, includes Potters Industries, a wholly owned subsidiary, which is a leading producer of engineered glass materials serving the highway safety, polymer additive, metal finishing, and conductive particle markets.

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