

Having trouble viewing this email? [Click here](#)



Austin American Technology

Press Release

Take Target on Your Solvent Saving Program

COMPLIANT CLEANER



Author: Steve Stach

Burnet, Texas - May 4th, 2012 - The business of recycling remains mostly voluntary, with few government imposed rules or quotas. Most laws focus on restricting pollutants from entering the air, soil and water. Huge fines and penalties have been levied against corporate offenders for polluting. This punitive approach keeps honest corporate officials wary of drawing public attention to poor environmental practices. A corporate recycling strategy should therefore focus on areas of concern specific to their business that uses the most material and utility resources. In most cases, the cleaning processes are top candidates.

Today, everyone wants to jump on the recycling bandwagon and spread the "feel good" to employees and customers alike. This makes good marketing and public relations fodder, but in the end is only a fading fad if it does not provide real and sustainable advantages to the company and consumer. Consumers ultimately want a lower price where as corporate managers want more profit. Oddly enough, both are achievable if common sense prevails. Example; hybrid cars are becoming ubiquitous and are purchased for two reasons. Some individuals purchase them because they want to go "green" and help the environment, others acquire a hybrid vehicle because they provide a payback with fuel savings. Side note; few people buy because of government directives. Those who buy to help the environment receive a monetary reward and those who seek a monetary reward receive a bonus of helping the environment. Therefore, corporate recycling targets should be set for conserving our resources as well as for monetary payback.

The number one driver behind the market shift to solvent recycling is saving money. This allows companies to provide a lower price or the possibility of a higher margin. Imagine this: there are two projects in the capitol meeting one reduces cost and one may avoid government fines. The savings of the first are real and predictable and in the

second the possibility of fines and penalties hinges on the government legislation and enforcement. Most companies will go for the real saving because we know that natural resources like water and oil are not likely to be going down in price where as the government direction can change with an election or stroke of a pen. The best solvent recycling target to shoot for is to achieve the maximum saving. Follow the money and start by determining how much your company is spending on cleaning sources such as power and cleaning chemicals. Look at the whole picture including chemical costs, power, DI columns, waste treatment or waste management logistics.



On today's production line, the rapid shift to cleaning fluid recycling is being justified by economic savings alone. Cleaning is the most resource-intensive process on the assembly line. The cleaning operations alone can consume over 50% of the total chemicals, water and power resources needed to manufacture an electronic device. Setting specific reduction targets for chemicals, water and power depends largely on the type of cleaning system currently being utilized.



To get started, conduct a resource consumption survey of the cleaning processes to establish what materials and utilities they need and the rate they are being consumed. Consider strategies to save and reuse chemicals, water and power and prepare a cost model to estimate the cost of implementation and the expected payback. Go for the low hanging fruit. Close looping a water-based system can save 99% of the water consumed and 25% of the operating power. Close looping a solvent system can extend solvent life 5-10X, reducing material, maintenance and disposal costs. Organizing these thoughts and developing a fact-based cost model helps set realistic targets to save money, save the environment and feel good about both.



About Austin American Technology has pioneered both aqueous and solvent based recycling technology. Our patented MegaSolv ion absorption chamber (IAC) trap and remove solvent impurities from solvents including; water, alcohols, di-esters, glycol ethers, halogenated hydrocarbons and mixtures thereof. In most cases, AAT recycling technology can reduce fluid consumption by 10X or greater. All AAT cleaning systems are now available with built in closed loop recycling of cleaning and rinsing fluids as a standard feature. Older cleaning systems can be retrofitted. Call AAT today to discuss how we can help you save money and the environment.



Austin American Technology
 Steve Stach
 President
 512-756-4150 X12
stach@aat-corp.com

Austin American Technology
 Sterling Hornbuckle
 N.American/European Sales Manager
 512-756-4150 X34
shornbuckle@aat-corp.com

[Forward this email](#)

This email was sent to sheryl@aat-corp.com by mstrebel@aat-corp.com | [Update Profile/Email Address](#) | Rapid removal with [SafeUnsubscribe™](#) | [About our service provider.](#)



Austin American Technology | 401 Industrial Blvd. | Burnet | TX | 78611