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NEWS RELEASE



For Immediate Release

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**News for the Chemical, Food Processing,
Packaging and Pharmaceutical Industries**

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Eriez® New and Improved Xtreme® Rare Earth+ Plate Magnets Are the Strongest on the Market



Erie, PA—Eriez® announces the release of two new, stronger plate magnets in its extensive line of magnetic separation equipment. The new models incorporate an improved magnetic circuit design, making these high-performance magnets even stronger than Eriez' previous industry-leading rare earth models as well as all competitors' offerings. "The strongest just got stronger," says Chris Ramsdell, Eriez Separation Product Manager.

Eriez plate magnets have a proven history of superior performance capturing metal contaminants in chemical, food, packaging, pharmaceutical and other processing applications where product purity is vital. "We are proud to once again raise the bar for ourselves in terms of performance," says Ramsdell. "By offering customers an even higher level of protection against dangerous metal contamination, we are helping them to safeguard against major, sometimes unrepairable, damage to brand reputation while also avoiding costly shutdowns and machinery damage."

Eriez reports that testing of the new, stronger Xtreme Rare Earth+ and Rare Earth+ plates demonstrated a significant increase in both surface gauss value and pull test strength when compared to the company's previous generation of rare earth plates. Gauss and pull testing, the standard methods for testing a magnet's strength, indicate a magnetic separator's ability to deliver a pure, contaminant-free product.

The world's premier rare earth plate magnets from Eriez will be implemented in all the company's Deep Reach, Round Pipe and Hump-Style magnetic separators, according to Ramsdell. Eriez plate magnets provide dependable and economical solutions to problems associated with tramp iron contamination in processing lines. Plate magnets can be installed in chutes, spouts, ducts, pipes, or suspended over conveyors to remove tramp iron.

Eriez Xtreme Rare Earth+ and Rare Earth+ magnetic plates offer a superior holding force in a smaller footprint than conventional magnets. These advanced separators create a magnetic field so powerful that wash-off is virtually eliminated, making them ideal for shallow burdens in applications where fine magnetic particles can cause product contamination.

As a standard, these magnets utilize a ½-inch high 400 series stainless steel step to provide a magnetic and physical barrier to allow for unparalleled removal and retention of fine ferrous contamination. All Eriez rare earth plate magnets are manufactured to industry-accepted sanitary standards.

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For more information about Eriez state-of-the-art plate magnets, visit <http://erieznews.com/nr544>.

Eriez is recognized as the world authority in separation technologies. The company's magnetic separation, metal detection, material handling, fluid recycling and advanced flotation technologies have application in the mining, processing, packaging, food, recycling, aggregate, plastics and metalworking industries. Eriez designs, manufactures and markets these products through 13 international subsidiaries located on six continents. For more information, visit www.eriez.com or contact Eriez Headquarters, 2200 Asbury Road, Erie, PA 16506 USA at +1 814 835-6000 or eriez@eriez.com.

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