

BRAUDE non corrodable equipment available in India

E. Braude (London) Ltd. undertook a visit to India in November last year to attend the Wire and Cable India Exhibition to display the unique range of equipment designed for corrosive liquids. Braude is a specialist manufacturer of heating equipment for highly corrosive liquids found in pickling procedures used in the Steel industry and many chemical and metal finishing processes. The Braude name has been well established in the Steel and Metal Finishing industries in the UK, Europe and other parts of the world for over 30 years but although equipment has been sold to some blue chip Indian companies the brand is comparatively unknown..

"We are interested in the liquids and conditions other suppliers would avoid; our expertise is in heating aggressive and corrosive solutions that conventional equipment cannot withstand.", say Braude.

All products are manufactured from high integrity chemically inert fluoropolymers ('Teflon™', for example), and have been designed to ensure long life in aggressive solutions. They are all manufactured to the highest quality standards: Braude is an ISO 9001 registered company



Visitors to the exhibition showed considerable interest in Braude equipment.

David Snoxhill, the Managing Director said, "This was the company's first visit to India and as such was a fact finding exercise as much as a sales promotion, following work we have carried out with UKTI in the UK and India. We have certainly achieved the first objective and it has confirmed our view that India is a vibrant and exciting market that is going to become more important over the next few years. We also took the time to see some of our existing customers which proved very useful.

“As a result of the visit we have appointed Amit Banerjee to the position of Sales Manager - Industrial Sector to concentrate principally on the Steel, Wire and Tube industries. Amit has been working in this sector for many years and we are very confident that with his experience we should be able to bring our products to the attention of more companies in India. Once our name is established in these industries we will extend our operation further to the chemical and allied industries. Amit is based in Kolkata but regularly travels to all parts of India to visit clients.



“The Electroplating industry in India will be served by CMP PVT Ltd., a well established and respected company who have been supplying top quality chemicals and equipment to the Metal Finishing industry since 1963. CMP have shown great interest in the Polaris electric heaters in particular and intend to offer them to their customers to provide the solution to problems occurring in aggressive chemical environments.

“All in all it was a very successful exercise that will be the foundation for a permanent presence in the Indian market.”

Braude products include:

- **POLARIS** non-corrodable electric immersion tank heaters are easy to install, can be used vertically or horizontally, have high thermal efficiency and feature a safety grounded/earthing system. Braude has extensive experience of the solutions found in electroplating and associated processes and is able to offer sound advice to provide the most effective **Polaris** heater for a particular application. The heaters are available in ratings from 0.5kW to 18kW, are unaffected by stray currents, and come in a variety of configurations.



- The **Nautilus** range of tank heaters and **Jet Stream** external heating and cooling systems for the use with steam, hot water, thermal fluid or chilled water, which are used extensively in larger scale pickling operations such as those found in the steel industry



- Braude Controllers are sealed to IP65 and include the **Thermaster** temperature controller which is robustly constructed, simple to operate and install, and has a clear visible display. Also available are the **Levelmaster** liquid level controller and the **Tankmaster** dual temperature and level controller
- Braude produce a range of **Self-Priming Chemical Service Pumps**, suitable for use with highly corrosive solutions such as hydrochloric, hydrofluoric and sulphuric acids - with flow rates up to 35m³/hr.
- **FROGSPAWN Thermal Insulation Spheres**, which form a floating blanket on the surface of solutions to reduce thermal loss by up to 70%

Further information is available on the Braude website www.braude.co.uk