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PYROCLOR - DIRECT MAIL SHOT

not the image. "Safety".

Front Page

CHOOSE 'PYROCLOR' AND YOU BUY ECONOMY.

(Illustrated with picture of Seaforth Dock Complex)

The Mersey Docks and Harbour Company did.

Inside Pages

Only 'Pyroclor'-filled transformers would do for the £ 40,000,000 Seaforth Dock Complex.....

PCBs are anathema!

For meat, grain, timber, pulp and every kind of containerised import and export, Seaforth offers a unique combination of capacity and the modern approach to cargo handling.

The meat terminal can handle the largest refrigerated ships either commissioned or contemplated, with half a million cubic feet of cold store capacity. The silo system at the grain terminal has a capacity of 100,000 tons, with unloading equipment to handle 2,000 tons an hour. The four container berths are 900 feet long, and the stacking area is big enough to land a Jumbo Jet.

relevant?

~~Seaforth makes an enormous contribution to the smooth flow of traffic on a vast scale - the life-blood of our small, busy, crowded island, and a key factor in our continuing prosperity.~~

Throughout the whole complex there are altogether twelve substations containing a total of 21 transformers.

Everyone is "Pyroclor"-filled.

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Why Pyroclor ?

Safety was a prime requirement so the Mersey Docks and Harbour Company specified Pyroclor based on successful experience on other projects, and backed by the recommendation of the company's consulting engineers, Rendel, Palmer and Tritton.

The answer is summed up in one key phrase 'SAFETY' ~~plus ECONOMY~~ plus Reliability.

Safety, ~~plus Economy~~

For a start, there's the ~~total absence~~ minimal of fire-risk with Pyroclor-filled transformers. This means that there was no need for costly automatic CO_2 fire-fighting installations normally associated with transformers and immediate saving of more than £5,000, and further economies over the years because the cost of maintaining and testing such equipment does not have to be met.

Then there's the advantage of 'load-centering. A Pyroclor-filled transformer can be sited to save long and costly M.V. cable-runs - even in a high fire risk area like the Seaforth timber terminal. The savings on installation totalled some thousands of pounds on this count also.

A further source of ~~economy~~ safety is the exceptional degree of reliability and virtual freedom from maintenance. The Pyroclor fluid sealed into these transformers will not be disturbed for the next quarter of a century.

Your next project may not be as vast in extent or ~~cost~~ investment as Seaforth, but Pyroclor-filled transformers can still offer you significant ~~economies~~ benefits in safety and reliability coupled with lower cost.

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Write or telephone for the Pyroclor literature -
get the full story of Pyroclor economy ....

ECONOMY AND SAFETY
(No fire-risk, no costly fire-fighting equipment required
in sub-stations, no periodical testing)

ECONOMY AND RELIABILITY
(25 years' trouble-free operation, no inspection, no maintenance)

ECONOMY AND FLEXIBILITY
(complete freedom to install where YOU want them)

ECONOMY AND EFFICIENCY
(high impulse levels, low loss levels, low noise levels)

ECONOMY AND SPACE SAVING
(to save space is to save money)

CHOOSE QUALITY ...CHOOSE ~~ECONOMY.~~..CHOOSE PYROCLOR!

~~Pyroclor is a Registered Trade Mark~~

MONSANTO
10-18 Victoria Street, London SW1H ONQ 01-222 5678

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