

Instructions telling how anyone can get burned on heater equipment

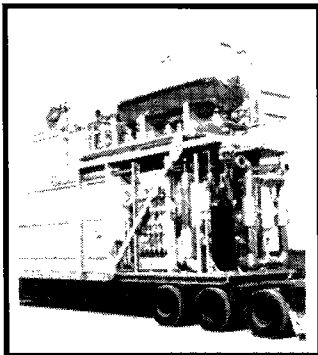
It's surprisingly easy to get badly burned on heater equipment. It can happen to anyone, but usually the victim is an engineer who is given the responsibility of selecting a heater for a process application.

He takes bids. He looks them over and dwells on the line that shows the price. That's all he can see. Price. He tells his boss, "Buy this one. It's a bargain."

Of course, the inevitable happens. The "bargain" heater can't perform to specifications.

The boss fumes and goes looking for the engineer. That's when the engineer gets burned. It's usually a serious burn. Sometimes it costs him his job.

Avoid burns. Specify Broach. There are positive reasons why Broach is better. Let us tell you about them before you order another process heater.



12 M² Offshore Heat Medium Package

SUPPLIERS TO INDUSTRY SINCE 1960

BROACH

7667 EAST 46TH PLACE
TULSA, OKLAHOMA 74145
918-664-7420
broach@broach.com

A short, sad story about Low-Dollar Dan and the "bargain" heater

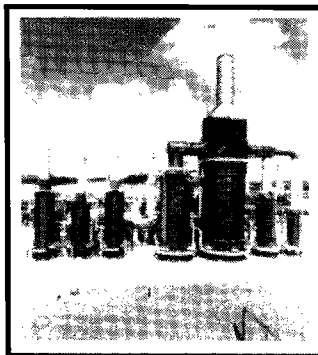
Dan was an engineer and part of his job was to recommend process heater purchases. Dan always judged a heater by its price. The lower the price, the better the heater. In private, Dan liked to call himself "Low-Dollar Dan". Made him feel good.

Then, the inevitable happened. One of Dan's low-dollar heaters couldn't do the job. The manufacturer had to cut corners to get Dan's business. He cut one corner too many. The heater went down and the plant went off stream.

The first hour of down-time wiped out the money that Dan saved on the "bargain" heater. Dan's boss was upset. The boss's boss was upset. The stockholders were upset.

Now, almost everyone calls Dan "Low-Dollar Dan". That's because he's low on dollars. He's unemployed.

Avoid Dan's plight. Specify Broach. There are positive reasons why Broach is better. Let us tell you about them before you order another process heater.



378 M² 33,000 BPD Reformer Heaters

SUPPLIERS TO INDUSTRY SINCE 1960

BROACH

7667 EAST 46TH PLACE
TULSA, OKLAHOMA 74145
918-664-7420
broach@broach.com

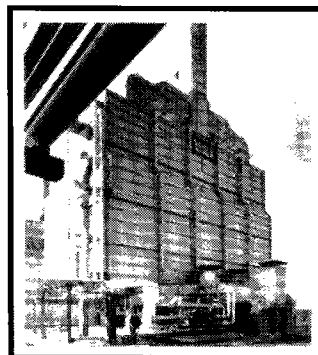
Why would a smart engineer go out on a limb for a "bargain" heater?

Sounds downright foolish, doesn't it? But it happens every day. Some engineer figures he can be a hero to the boss by recommending a bargain process heater. Sure, he saves 10 percent on the initial cost of the heater. A few thousand dollars.

Then, inevitably, it happens. The "bargain" heater can't carry the load. If he's lucky, the plant's capacity is merely reduced to the level where the heater can keep pace. Or the heater may fail entirely and the plant is shut down.

Either way, the savings are wiped out and the engineer is out on a limb.

The best way to keep from going out on that shaky limb is to specify Broach. There are positive reasons why Broach is better. Let us tell you about them before you order your next process heater.



130 M² with Broach Adjunct Loop Preheater

SUPPLIERS TO INDUSTRY SINCE 1960

BROACH

7667 EAST 46TH PLACE
TULSA, OKLAHOMA 74145
918-664-7420
broach@broach.com

What will you tell the boss when that "bargain" heater shuts down the plant?

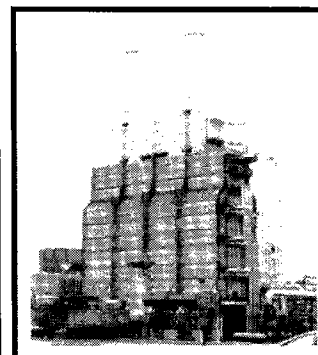
When you recommend the purchase of a "bargain" process heater, you'd better start thinking about the alibi you're going to use when, for one reason or another, the heater shuts the plant down.

It won't be enough to tell the boss that you saved 10 percent by buying the "bargain". The first hour of down-time wiped that out.

The best way to keep from making the boss angry is to recommend a Broach Heater in the first place. Just remember this. The only way a heater can be designed and built for less than a Broach Heater is to skimp on engineering or cut corners on materials and manufacturing.

At Broach, dependability and performance come first.

Don't go out on a limb with a "bargain" heater. Specify Broach for your next process heater.



230 M² with Heat Recovery from Four Turbines

SUPPLIERS TO INDUSTRY SINCE 1960

BROACH

7667 EAST 46TH PLACE
TULSA, OKLAHOMA 74145
918-664-7420
broach@broach.com