



## ***Public Awareness of the Energy Benefits of Filtration***

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The filtration industry has the potential to have a positive impact on the world by reducing global energy consumption. But, this impact is not being fully realized. The question that the filtration industry has to answer is: why is it not maximizing the impact that it can have on global energy consumption. What are the obstacles standing in the way and how can the global filtration community work together to remove those obstacles? What constraints can the industry remove through better alignment and clarity of messaging? Can the industry accelerate adoption of new technologies that would have benefits?

The most obvious way that filtration can have a positive impact on global energy consumption is by reducing the amount of energy that is needed to actually perform the filtration process. The filtration industry has the technology to dramatically lower total energy usage. This can and should be done without sacrificing the effectiveness of the filtration process. The challenges for the global filtration community are increasing awareness, measuring impact, and ensuring that necessary adjacencies are in place.

The next frontier? This is in areas not directly related to filtration. We have to move beyond using lower pressure drop as the only energy usage reduction benefit. In some instances the use of more energy in the filtration process could lead to lower energy usage for the whole ecosystem. In some instances more effective filtration can lead to lower energy consumption through some indirect effect. In these cases it will fall to the broader filtration community to quantify the benefits and drive adoption.

In order for the global filtration community to play a role in the reduction of energy usage it needs to educate those outside of our industry on the potential benefits. It is also important for us to quantify those benefits. Finally, we must not simply focus on the filtration process but on the whole ecosystem when estimating the benefit and the impacts.