

THROW AWAY FILTERS: TO BE OR NOT TO BE?

For decades, frugality was crucial. Manufacturing products were complicated and time-consuming. Many of the most desirable items were sold at such high prices that the only way to get hold of something like a television or a video recorder was to hire it for a short period.

However, the age of digital transformation means that human beings can now produce items faster than ever. We are living in an era of mass production, where people simply accumulate belongings that they don't need and dispose of products before they lost their value. Even if you could fix your electronics, 9 times out of 10, you'd buy a new one, as long as you had the money to pay for it.

This "throwaway" culture has pervaded much of the western world, changing not only the way that we buy things for ourselves and families but also the way that we invest in items for our businesses too.

THE RISE OF THE THROW AWAY SOCIETY

Whether you call it a "throwaway culture" or throwaway society, there's a growing concern in the modern world that consumerism is destroying the world as we know it. The more we waste, the more issues of overconsumption lead to overflowing landfills, more substantial CO2 emissions and other problems sure to damage future generations.

According to Pope Francis in his "Care for Our Common Home" speech, the earth is beginning to look more like a dumping site, with stunning landscapes covered in trash. Up until now, we have been unable to successfully adopt a new way of living, where we focus on the preservation of crucial resources. There's still an overwhelming demand always to have the latest and freshest thing. Sometimes, we even discard items without realising how wasteful we are being.

This is often the case when it comes to the throwaway filters used in industrial applications. Though there are countless alternatives to fabric filters on the market today, many companies are so used to their throw-away habits that they continue to produce unnecessary waste and costs.

REPLACING THE REPLACEABLE FILTER

Industrial filters made of woven material were the standard for many years, in a time when metal filters were not affordable for smaller companies or start-ups. However, today, it's easier than ever for businesses to access even the most unique bespoke filters they need, without relying on disposable materials. At Croft Filters, we produce custom filtration systems for the water treatment, pharmaceutical, food, and power generation industries, among others.

As specialists in custom filtration, we can develop advanced screens and systems designed to suit the individual needs of your sector. What's more, not only are our washable filters more affordable than you might think, but they can be more cost-effective in the long-term too. After all, bag and woven filters have a limited shelf-life, no matter how much you pay for it. You will need to continually replace and update your filters, which means more expense, and more waste coming from your organisation.

With a reusable metal filter, you invest in something that can stand the test of time and continue to deliver long-term results for your business. Along with reducing your environmental impact, you also minimise the amount of downtime required in your company to shut down essential machinery and replace filters too.

◆ Natural food producers who want to extend the shelf life of fruit juices and preserve their flavours without artificial ingredients. The right sterilising filtration systems lead to a better reputation for brands, and improved experiences for customers.

JOIN THE CROFT INTERCHANGE PROGRAMME

With Earth Day (April 22nd) just around the corner, now is the ideal time for industrial groups to begin thinking about their filtration strategies. If you are still reliant on woven fabric filters, there is a better way for you to protect both your company and the environment.

What's more, Croft is here to help you make the change. To do our part in the fight against throw-away culture, we created the Croft Interchange Program. This service allows you to replace your throw-away filters with reusable metal filters that are custom-made to your specifications.

We designed the Croft Interchange programme to help businesses of all sizes step away from the wasteful throwaway filters they have depended on for years. Our practice helps companies to save money and do their part for the environment. Instead of spending thousands of pounds a year on throwaway filters that harm the earth, you can work with Croft Filters to discover a new alternative.

Send a sample of your filter to our team, and our engineers will let you know whether we can create a metal filter to do the same job instead. You can then refurbish, clean and reuse this filter for years to come.

Whatever you need from your custom filtration project, take the green approach with Croft Filters. We give you all the benefits of an environmentally-friendly business, without compromising on results.