



Zouch Newsletter

March 2018

Issue #4

Easter is here

Easter is within touching distance and with that we can, in a flash, say goodbye to the first quarter of 2018. As March draws to a close many of us will be looking forward to, and enjoying a four day Easter weekend. Sunday 25th also sees daylight savings come into play, which to the pain of millions will see us lose an hour due to the clocks moving forward at the stroke of 1am although an additional hour of daylight should more than make up for this. Much like the story of Easter, Zouch Converters have been reborn this year with our rebrand now fully up to speed. We hope you've liked the new us, although we are very much the same when it comes to our commitment to our customers.

Mothers Day

Earlier this month, on Sunday, 11th March we celebrated the age old tradition of Mothers day. The one day each year we commit to absolutely sharing our appreciation to mothers across the UK and other nations the world over. While many may see it as a commercial day and a way in which retailers can cash in, there is great sentiment in celebrating all our mothers do for us as they are without a doubt the unsung heroes in our lives. With all the gifts that would have passed hands this mothers day, there is a very high likelihood that there was a little piece of Zouch foam protecting that gift from you to your mum [such as this](#).

Featured Product - Filtration Foam

Filtration Foam is Polyurethane based with either a Polyester or Polyether Polyol and created by removing cell membranes from within, through a process known as reticulation. This creates an open, almost net like structure within the foam, allowing for a low flow restriction giving particles the freedom to pass through while dust and other unwanted particles are trapped within the cells of the reticulated foam.

PPI (Pores Per Inch) identifies the number of cells within the Foam. A low count such as PPI 10 therefore means there are less pores within the foam, so cells are larger and open providing a larger space for air particles to pass through.

Alternatively, the higher a PPI count the denser the foam becomes meaning less flow and better restriction.



The general purpose for all filtration foams is essentially the same. To filter the particles passing through, such as water or air for example, whilst trapping unwanted particles within the cells of the foam. This can vary based on the application of the foam.

Common uses for filtration foams include:

- Water Filters

- Scrubbers
- Speaker Grills
- Tobacco Filters
- Inkjet Cartridges
- Gas Filters
- Face Masks

Here at Zouch Converters, we have been manufacturing and supplying world class filtration foams to industry leading organisations for over a decade.

Beast from the East

At the end of February, the UK came to a grinding halt for a number of days thanks to what we now know as the 'Beast from the East', a bitterly cold wind that swept in from Siberia. Roads were covered with inches of snow which meant offices and schools were empty for many across the country and while beautiful and picturesque, businesses will have suffered even just slightly from the lack of productivity during those few days. We then had a momentarily return of the old beast and are predicted to have version 3.0 arrive over the Easter weekend. Here at Zouch, our insulation foams are used globally by leading building and construction firms to keep homes warm and should we see the chill once more we hope everyone stays warm and safe.

