

Duratherm Keeps the Candle Burning for Small Business



With Faco Metals business facing stiff competition overseas, a proactive and perhaps radical change was in order. After extensive market research, Ocean Bay Candle Company was born. But with limited knowledge of the machinery required, it was a daunting proposition to get the operation up and running and within budget.

A double-boiler effect was needed to correctly melt the wax they were using. Their tanks had an inner chamber for the wax and an outer chamber with heating elements. They had to decide whether to circulate water through the outer chamber or use a traditional heat transfer fluid.

After extensive research and consultation with equipment manufacturers, it became clear that oil-based heat transfer fluids offered many benefits like reduced heating costs and the steady, even heat that was crucial in this application. Ocean Bay found out that [Duratherm fluids](#) also offer enhanced anti-corrosion properties not found in water-based systems.

With an extensive additive system not found in most other fluids, Duratherm fluids also offered years of maintenance-free service. This was vitally important to an operation that relies on maximizing up-time to be profitable.

Ocean Bay Vice President Kyle Rose turned to a few different companies for advice, but they only seemed to have knowledge of their own products. After consulting the experts at Duratherm, however, Rose not only gathered information on Duratherm heat transfer fluids, but also those of its competitors.

"You educated me and provided test results to show the differences," Rose said. Your free testing of the fluid shows you are committed to your customer and to making sure they have something that lasts and works to their satisfaction."

Rose said Duratherm was also honest about the lack of difference between its products and those that Ocean Bay was already using. Duratherm recommended its robust Duratherm 600. It offered the consistent temperature control candle making required but also contained the proper additives for long-term, trouble-free operation.



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"You proved once again that while your goal is to grow, it's through honest customer service and great products. As my company continues to grow, you will continue to receive my business in the future."

In the end, Duratherm played a key role in getting a small business off the ground.

"A few companies along the way have been helpful, but none like Duratherm," Rose said.