

Rubber-Lined Pump Cuts Costs

SHROFF® PROCESS PUMPS *Pumping Innovation!*

The industry's consistent drive towards cost savings, propelled by the rising price of steel, has opened a niche in the market for a Rubber-Lined hard iron pump.

The **SHROFF Cast Iron Rubber Lined (CIRL) centrifugal pump**, a product by SHROFF PROCESS PUMPS (**SPP**), is finding its way into mines, dyes, Chemicals & Process Industries, locally and internationally.

The Rubber-Lined product functions well in liquid slurries as it is cheaper than, and does not have the abrasive properties of stainless steel.

SPP offers a more economical, viable alternative with its rubber, bonded liners on wetted parts. Given the rising price of bronze and stainless steel, this contributes significantly to the lowering of the cost price.

The six-model range consists of horizontal, hard or soft rubber lined pumps. This range has constituted tough competition in a market ordinarily dominated by Stainless Steel and PP Pumps.

Given its reputation as a robust choice and a proven record, **SHROFF CIRL Pump** is confidently entering a tightly niche, successful market.

Advantages of SHROFF Rubber Lined Pump over Plastic / PP & Stainless Steel Pumps

- 1. In comparison with a plastic or a PP Pump, a CIRL has the strength of Metal in addition to better corrosion & abrasion resistance.**
- 2. Only a CIRL Pumps has the required combination of strength & corrosion / abrasion resistance typically required from any type of slurry or sludge pump.**
- 3. Spare part of any typical PP or Stainless Steel pump have to be scraped once damaged.**

4. The wetted parts of Rubber Lined Pumps can easily be Re - Rubber Lined and re-used repeatedly thus saving many resources’.

5. Rubber is environment friendly

With over 3 decades of experience in the pump industry, **SPP**’s team of engineers, business people and sales people regard themselves as fit to meet shifting market demands. The company has the internationally recognized ISO 9001 2008 accreditation, which includes a complete calibration and various test facilities to cover all aspects of its manufacturing processes.

SHROFF pumps and spares are supplied to a number of institutions and industries. These include Chemical, Dyes, municipalities, mining, pulp-and-paper, sugar, chloro alkali plants, minerals beneficiation, ports and harbors, water authorities, consulting firms, power generation and petrochemicals industries.

‘ By offering service levels that are unprecedented in the marketplace, we have made a total commitment to remaining a top company in all areas of our operation.’

SHROFF CIRL Pump Parts are:

- **Outlasting conventional rubber pumps in most slurry applications**
- **Reinforced with steel for support**
- **Easy to install**
- **Uncomplicated Design**
- **Dimensionally accurate to assure pump efficiency**

SHROFF[®] PROCESS PUMPS *Pumping Innovation!*

Manufacturers of Rubber Lined & Chemical Process Pumps

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