

Armstrong Industrial's new fluid sector to drive sustainability

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[Armstrong Industrial](#), the newly launched industrial division of Armstrong Fluid Technology, will offer energy efficient fluid flow and pump solutions to help customers achieve their set sustainability goals while optimising uptime and performance.

Focussing on the fluid sector, Armstrong Industrial: Fluid serves the fluid flow and pumping requirements of primary and manufacturing sectors, including industries such as iron and steel, pharmaceutical, food, textiles, consumer goods, chemicals and energy. It works alongside Armstrong Industrial's gas unit, which has its own industry focus.

According to Armstrong Industrial's General Manager, Michael Cline, Armstrong Industrial: Fluid offers a clear market sector focus which will streamline how the company make their solutions available to customers.

"We foster market sector specific innovation in existing and evolving industrial sectors, with proven product solutions brought together in whole systems to unite our customers' equipment's performance for better results," said Cline. "Through our demand-based automation focus, we deliver sustainable efficiencies for customers, and improve the transparency of their operational performance to drive down energy use and costs."

Applications of Armstrong Industrial: Fluid's solutions include primary sectors such as mining, forestry and agriculture, and basic materials sectors like non-ferrous metal production, cement, glass, brick, wood and synthetics. Manufacturing applications cover a diverse range from automotive and furniture production to battery and solar panel production.

"Industrial sectors across the board are looking to are looking for innovations that will help them decarbonise, and we have the solutions to help them do that," he said.

Cline highlighted that the product line available to customers ranges from pumping and geothermal solutions, to heat transfer, fire protection modular systems and fully packaged solutions.

"We also play a role in emerging technologies such as hydrogen production and nanotechnology," he explained. Our pumping solutions include process and specialty pumps, as well as precision systems for dosing, metering and boiler feed applications. Geothermal systems include ground source heat pumps, and units for geothermal processing and district energy systems.

The company's modular solutions are manufactured, assembled and tested under controlled factory conditions - to deliver a variety of industrial packages that can be quickly installed and commissioned on site.

Armstrong Industrial: Fluid's solutions broadly encompass Armstrong Envelope technology to automate and continuously optimise its equipment and system offerings.

"Armstrong Envelope technology enables intelligent variable speed pumping, with highly accurate flow data and performance tracking through digital connectivity," said Cline. "This allows for real-time performance analytics and communications that permit continuous system optimisation and predictive maintenance."

Armstrong's success over the decades has given Armstrong Industrial: Fluid a broad global footprint, with a presence in Asia Pacific, the United Kingdom, Europe, the Middle East, Africa, North America and India. Leadership in all these regions - reporting into Armstrong Industrial's global sales manager, Ian Holland - give the market easy, single channel access to quality cost-effective solutions.

It also harnesses Armstrong's 90 years of technology development - which has prioritised energy efficiency to drive the global decarbonisation agenda.