



SERFILCO, LTD.

2900 MacArthur Blvd. 847-509-2900
 Northbrook, IL 60062-2005 U.S.A. 800-323-5431
 e-mail: sales@serfilco.com FAX: 847-559-1995
 www.serfilco.com

February 1, 2013

Dear Valued Customer,

SERFILCO, LTD has always strived to produce the finest filtration media at a competitive price. Continuing with this philosophy, we have decided to standardize on a single wound cartridge line with a simplified pricing structure. Going forward we will only offer the **MAXI-DEPTH** series of wound cartridges and no longer will each Polypropylene media on a Polypropylene core variation have its own unique pricing. Instead, all PP on PP **MAXI-DEPTH** pricing will be based on 10" increments regardless of the micron rating. Other benefits you will enjoy by standardizing on **MAXI-DEPTH** cartridges will be shorter lead times and a larger range of available stock.

We have also revised the pricing structure on many of our most popular cartridges and are also including a new price sheet effective February 1, 2013 with this letter. Additionally, we are including a discount schedule that covers the cartridges in the attached price sheet as well as several other models we manufacture.

We at SERFILCO thank you for your many years of loyal patronage and look forward to many more years of serving your needs. Please feel free to contact your regional manager at 800-323-5431 if you need any assistance using the conversion table below or need assistance in choosing the right cartridge for your application.

Sincerely,

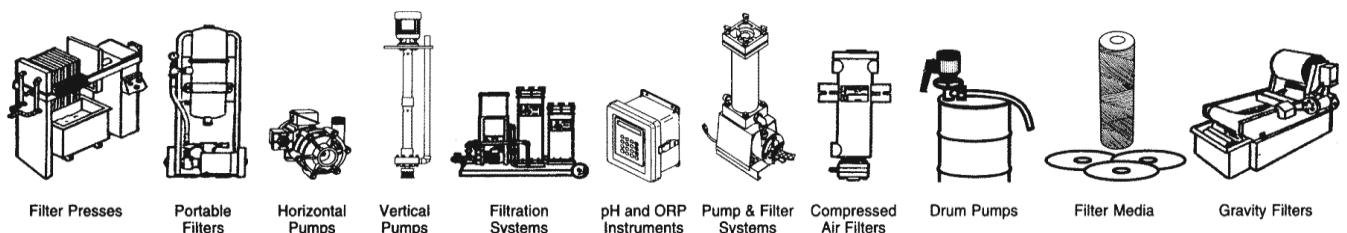
Bill Smyth
 Domestic Sales Manager

P.S. For those **Valuewound** customers who may be unfamiliar with **MAXI-DEPTH** model numbers here is a handy guide for determining your cartridge needs.

MODEL NUMBER IDENTIFICATION

Example of Model Number: SF 10 U 10 U 30

NOMINAL MICRON RATING	MEDIA MATERIAL	NOMINAL LENGTH	CORE MATERIAL	BOX QUANTITY
1	U - Polypropylene (Wound)	10 (10")	U - Polypropylene	10" - 30
3		20 (20")		20" - 15
5		30 (30")		30" - 15
10		40 (40")		40" - 10
15				
20				
30				
50				
75				
99 (100)				



February 18, 2013

Discount Schedule

The following List Price discounts apply only to box quantities of **CARBO-WIND** and **CARBONEX** carbon cartridges.

1 - 9 Boxes	15%	Discount (x .85)
10 - 19 Boxes	19%	Discount (x .81)
20 - 39 Boxes	21%	Discount (x .79)
40 - 79 Boxes	23%	Discount (x .77)
80 and up Boxes	25%	Discount (x .75)

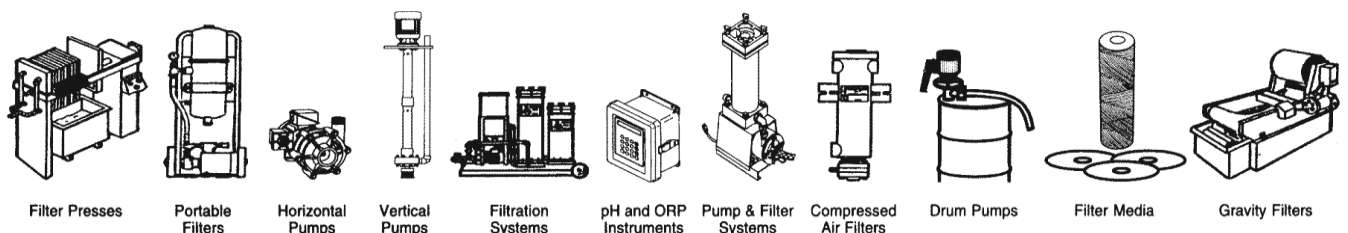
The following List Price discounts apply only to box quantities of **Glass**, **HD/C-PP**, **HI-PERF**, **MAXI-WIND**, **MAXI-DEPTH** and **PUREFYBE** cartridges.

5 - 9 Boxes	15%	Discount (x .85)
10 - 19 Boxes	19%	Discount (x .81)
20 - 39 Boxes	21%	Discount (x .79)
40 - 79 Boxes	23%	Discount (x .77)
80 and up Boxes	25%	Discount (x .75)

Filters **may** be mixed/matched to achieve greater discount.

Customers may place a single shipment order or a blanket order for greater discount.

Single items will be sold at list price with no discount.



Box Quantity Cartridge Pricing February 18, 2013

PP on PP only MAXI-DEPTH per box regardless of micron rating

10" cartridges are \$82.50/box of 30	30" cartridges are \$123.75/box of 15
20" cartridges are \$82.50/box of 15	40" cartridges are \$110.00/box of 10

HI-PERF per box

10" packed 30/box

SF-05H10U-30	5 micron	\$207.32
SF-15H10U-30	15 micron	\$196.96
SF-30H10U-30	30 micron	\$189.18
SF-50H10U-30	50 micron	\$181.41
SF-99H10U-30	100 micron	\$173.63

30" packed 15/box

SF-05H30U-15	5 micron	\$270.34
SF-15H30U-15	15 micron	\$257.38
SF-30H30U-15	30 micron	\$256.08
SF-50H30U-15	50 micron	\$253.49
SF-99H30U-15	100 micron	\$247.01

20" packed 15/box

SF-05H20U-15	5 micron	\$200.73
SF-15H20U-15	15 micron	\$198.14
SF-30H20U-15	30 micron	\$194.25
SF-50H20U-15	50 micron	\$190.37
SF-99H20U-15	100 micron	\$178.70

40" packed 10/box

SF-05H40U-10	5 micron	\$249.06
SF-15H40U-10	15 micron	\$247.34
SF-30H40U-10	30 micron	\$242.15
SF-50H40U-10	50 micron	\$246.47
SF-99H40U-10	100 micron	\$236.11

CARBONEX per box

SF-CU9.8W-25	CARBONEX W 9.8"	25/box	\$398.03
SF-CU10P-25	CARBONEX P 10"	25/box	\$415.82
SF-CU19.8W-12	CARBONEX W 19.8"	12/box	\$391.35
SF-CU20P-12	CARBONEX P 20"	12/box	\$379.12
SF-CU30P-12	CARBONEX P 30"	12/box	\$556.78

CARBO-WIND per box

SF-CU9.8UW-20	CARBO-WIND W 9.8"	20/box	\$148.63
SF-CU10UP-20	CARBO-WIND P 10"	20/box	\$147.83
SF-CU19.8UW-12	CARBO-WIND W 19.8"	12/box	\$177.39
SF-CU20UP-12	CARBO-WIND P 20"	12/box	\$176.03
SF-CU30AP-12	CARBO-WIND P 30"	12/box	\$302.48
SF-CU30UP-12	CARBO-WIND P 30"	12/box	\$262.10
SF-CUR10UP-20	CARBO WIND P 10"	20/box	\$144.21
SF-CUR20UP-12	CARBO WIND P 20"	12/box	\$168.36
SF-CUR30UP-12	CARBO WIND P 30"	12/box	\$253.37

NOTE: broken box quantities of MAXI-DEPTH will be sold at 30% over box quantity pricing. All others will be sold at 15% over box pricing

