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**FOR IMMEDIATE RELEASE**

## **Flux Drive Announces Ground Breaking Industrial Coupling Technology Providing Soft Start and Energy Savings**

Seattle, WA - March 14, 2013 – Flux Drive, the world’s leading developer of magnetic industrial power transmission technology, today announced the release of a ground-breaking soft start coupling - the Flux Drive SmartCOUPLING (FSC).

Unlike rigid or elastomeric couplings that physically connect motors with their driven loads (conveyors, pumps, fans, etc), the FSC transmits torque magnetically across an air gap. There are no touching parts to fail or wear out, making the coupling a truly permanent soft start solution for both centrifugal and constant torque loads. Most impressively, however, the FSC is the first and only coupling to provide energy savings on centrifugal loads through the use of FluxDrive’s patented SmartPOWER technology.

SmartPOWER is a unique adjustment system built into the FSC that allows users to “tune” the coupling’s output speed to precisely match process demand. Since most centrifugal pump / blower systems are overdesigned to meet future or unknown operational requirements, the opportunity to save energy through reduced flow/speed is vast. Using the FSC’s spacer shims, operators can increase the coupling’s air gap, thereby decreasing load speed through magnetic slip. For most blowers and pumps, a simple 10% reduction in load speed can result in energy savings of more than 20%.

While the load speed can be adjusted as frequently as desired, Flux Drive anticipates that many FSCs will be used in oversized systems to reduce load speed to the minimum required rate – thus replacing throttling valves, dampers, return-loops and other inefficient forms of flow control.

The FSC offers these other important benefits:

- Drop-in installation – the FSC fits into standard shaft openings (DBSE) for easy replacement of existing couplings.
- Shaft misalignment correction – air gap allows for parallel or angular misalignment as well as thermal shaft expansion
- Soft start of all loads (incl. constant torque) – drastically reduced locked rotor current compared to across-the-line start
- Load seizure protection – air gap protects equipment from over-torque situations
- Vibration isolation – leads to longer life for mechanical seals, bearings, and other maintenance intensive components
- Never wears out - No wearable parts and permanent magnets last thousands of years - far outlasting connected equipment.

The Flux Drive SmartCOUPLING is immediately available in sizes from 5hp and 225hp on 1800rpm systems. It may also be used on 3600rpm, 1200rpm or 900rpm applications. Contact Flux Drive for details on proper sizing.

### **About Flux Drive**

Flux Drive Inc. designs and manufactures permanent magnetic adjustable speed drives and couplings that increase the life and performance of rotating equipment. The company’s patented technology greatly lowers energy consumption and extends the life of motor driven systems by allowing motors to run at constant speed while the Flux Drive provides soft starting and/or adjustable speed. For more information about Flux Drive, please visit [www.fluxdrive.com](http://www.fluxdrive.com).