

Hydro Dynamics, Inc.

Harnessing the Power of Cavitation



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Hydro Dynamics, Inc. Launches New “Upgrade Your Technology” Marketing Campaign

Hydro Dynamics, Inc. has launched a new marketing campaign encouraging engineers to upgrade their reactors when technology improves like they do their offices.

Hydro Dynamics, Inc. (HDI) of Rome, Georgia (www.hydrodynamics.com) has launched a advertising campaign to promote its cavitation based ShockWave Power Reactor (SPR). The ad depicts a 1980’s industrial office and asks the question, “You upgrade your office when technology improves, why not upgrade your reactors?” The SPR is a process intensification reactor that can help upgrade and improve processes across many industries through a simple retrofit.

In an era where people upgrade mobile phones and electronics with great frequency, HDI sees this as an opportunity to remind engineers that reactor technology is also evolving. “Many plants use old technology without knowing there may be a newer and better way to do things”, said Doug Mancosky, VP of R&D at HDI. “This new series of ads hopes to spark discussion and investigation of new technologies.”

The ad will run in this month’s Biofuels Journal and postcards with it will be delivered through HDI’s representative network. HDI plans to launch several new applications and other marketing campaigns before the close of 2015.

About Hydro Dynamics

Hydro Dynamics, Inc. is located in Rome, Georgia and is the developer and manufacturer of the cavitation based ShockWave Power Reactor (SPR). The SPR equipment uses the physical phenomenon of cavitation, normally known as destructive force, and harnesses it to solve critical industrial mixing, extraction and heating problems. The technology The SPR can now be found on four continents in applications ranging from biodiesel production to hops extraction for beer. Learn more at www.hydrodynamics.com.

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HDI's new "Upgrade Your Technology" ad (Biofuel version):



You upgrade your office
when technology improves,
why not upgrade your reactors?

ShockWave Power Reactors
Harnessing the Power of Cavitation

The logo for ShockWave Power Reactors features a stylized circular arrangement of colored dots in red, green, and blue, with a trail of smaller dots extending from the right side.

Biodiesel • Ethanol

Hydrodynamics.com