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# TO THE FUTURE



Co- Founder and President Denton Thiede (right) founded FutureKleen in 1994.

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# To the Future

With its highly innovative products and future-themed rebranding, FutureKleen says it aims to transform the energy and mining industries.

[ BY ALAN DORICH ]

If there are any commonly carried concerns people have today, it is that they want to do their best to conserve, whether it comes to saving money or limiting negative effects on the environment. These focuses lie at the center of FutureKleen's product innovations, says Co-Founder and President, Denton Thiede.

The Draper, Utah-based company manufactures engine and break-through innovations in hydraulic filters, air filters, and the world's most advanced fuel and oil additives that have proven to help its users' greatly boost bottom line profits. Thiede founded the now global company in 1994, following employment with Caterpillar in its product development and support department. Thiede is a professional engineer by trade, and "inventor and innovator at heart," according to the FutureKleen chief.

While he was at Caterpillar, Thiede visited its oil and gas customers on-site and observed firsthand the problems they were having with its machinery. When Thiede began doing tests with filters, he determined that his product innovations allowed the machines to operate in a vastly more efficient, eco-

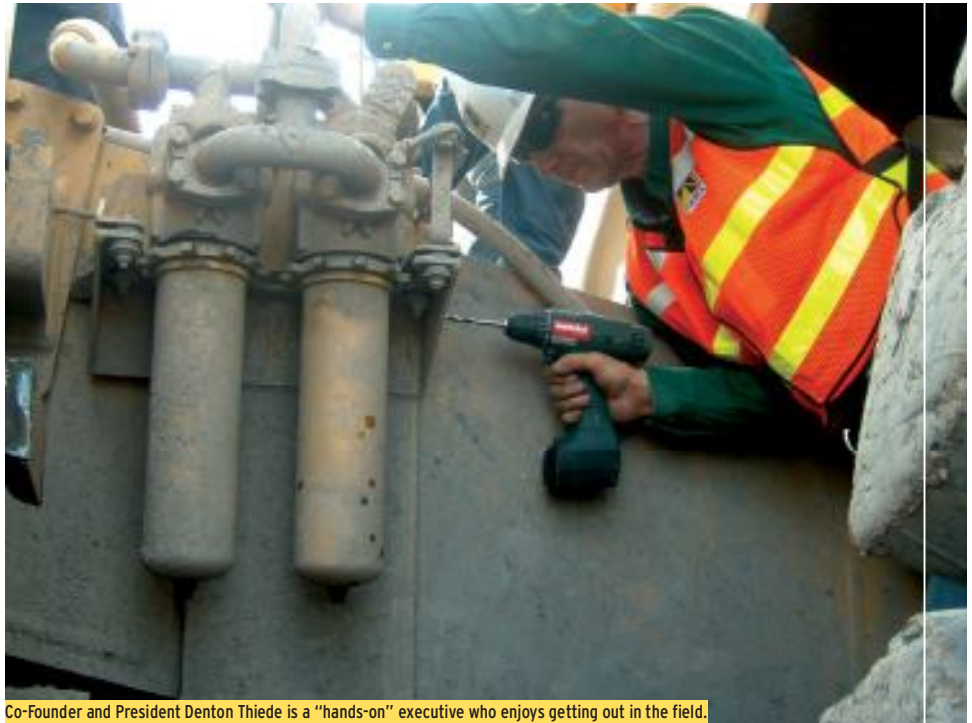
## PROFILE

**FutureKleen.** [www.filtakleen-usa.com](http://www.filtakleen-usa.com)  
2011 sales: \$6 million+ | Headquarters: Draper, Utah  
Employees: 9 | Products: Engine oil, engine air and hydraulic oil filters, portable oil filtration carts for any type oil, and fuel additives



"We've spent a lot of time changing people's [mentality] from throwing away your oil to keeping your oil clean."

// DENTON THIEDE, president and co-founder



Co-Founder and President Denton Thiede is a "hands-on" executive who enjoys getting out in the field.

nomical and eco-friendly manner – while dramatically extending the effective lives of engines and parts.

When Thiede approached Caterpillar about investing in filter technology, the company was not interested. "They said, 'We don't want to look into that because it will cost us a lot of money,'" he recalls. "We need parts to wear out. That's what people don't realize about OEMs – they want their machines to break down so they can sell you their parts."

This experience gave Thiede the inspiration to start Filtakleen (now FutureKleen) and provide innovative products and solutions that saved clients considerable time and money by reducing engine maintenance, decreasing equipment downtime, and increasing oil and fuel efficiency. "We've spent a lot of time changing people's [mentality] from throwing away their oil to keeping it clean and reusable," he says. These are the ways you increase your profits."



## IMPRESSIVE WORK

Today, FutureKleen's clients include Key Energy Services, Pro Oilfield Services and PT Pamapersada Nusantara of Indonesia, Thiede says. "We also work with Newmont Mining, Gold Barrick, Gold Strike, Rio Tinto [and] Gold Corp.," he adds.

FutureKleen's work has a strong history of impressing its customers, including PT Pamapersada, the largest individual mining company in the world as well as the single largest purchaser of Komatsu heavy mining equipment. Marketing Director Sam Downing notes the Indonesia-based firm has raved about FutureKleen's products.

"Since PT Pama has begun using our products, they have saved 5 percent on their fuel costs and have doubled the length of time between engine overhauls from 12,000 hours to 24,000 hours," Downing says. "Those are significant cost savings."

Subiarso Prasetyo, president and director of PT Pamapersada Nusantara, raved about the service. "FutureKleen's Complete Solution has decreased our mining operational downtime by over 38 percent, which has which has saved us tens of millions of dollars," Prasetyo said in a statement.

"Before FutureKleen, only 70 percent of our equipment was operational at all times," Prasetyo continued. "After embracing FutureKleen, over 93 percent of our equipment is fully productive at all times. FutureKleen's solutions have effectively doubled the useful life of all of our equipment."

Another fan is Dave Peck, the owner of Dave Peck Services. "My clients [using FutureKleen] have all decreased the costs of maintenance and service by at least half," Peck said.

"In many cases, these costs savings have been as much as 75 percent," Peck continued. "They've also tripled the effective life of their engines and equipment. Those are savings they can put in their pockets."

Randy Green, a former chief maintenance engineer at U.S. Aggregates, and now a field service engineer for H & E Equipment, also raves about the products. "By using FutureKleen's filters, we found that after 250 hours of operation, the oil was even cleaner than it was when we purchased it," Green said. "After we started using the FutureKleen fuel additive, we've further found that we've doubled the life of our engines on less than half of the cost."

"By using our bypass filters and filter systems, [the users will] never have to change the oil. Most people don't realize that oil doesn't 'break down' - it gets contaminated by carbon build-up."

// DENTON THIEDE, president and co-founder

In addition, Thiede has won raves from Boeing President Shephard W. Hill. "He [told us], 'Your stuff's incredible,'" Thiede says. "Now [our] products do all the hydraulic oil-filtering for the landing gear of all new Boeing planes produced at their factory." He notes that NASA used its products to filter the hydraulics for the space shuttle landing gear.

"By using our bypass filters and filter systems, you never have to change the oil," Thiede says. "Most people don't realize that oil doesn't 'break down' - it gets contaminated by carbon build-up

from heat and metal particles through normal engine wear."

He says that its filters remove the contaminants and particles. "By using our bypass filters you can actually filter the oil down to one micron, making it cleaner than when it was brand new, remove all the water from the oil and increase an engine's life by as much as five lifetimes."

FutureKleen's innovations have also have won the respect of Charles Allen, the Chief Strategic Marketing Consultant for FutureKleen. "I met Denton at MINExpo 2008 in Las Vegas, and it was refreshing to connect with such a genuine and brilliant forward-thinking talent," says Allen. "He's truly a visionary who's actually translating his innovative concepts for energy eco-efficiency into reality that will benefit so many."

## BRINGING SAVINGS

FutureKleen is primarily focused on the energy and mining industries, which are strong, Thiede says. "Mining around the world is becoming increasingly big, and it's integral to today's global economy. At the same time, its increasingly expensive, and the need to save on costs has never been greater."

The firm has helped reduce maintenance costs. "Penmont Mining said their costs for maintenance had gone up 50 percent just since 2004," Thiede recalls.

But since it started using Filtakleen's products, that number has dropped. "They have seen basically a 20 percent reduction in their maintenance cost, which is equating to about a 40 percent increase in their bottom line," he says.

He adds that the products also have brought many environmental benefits. Since its clients have not had to change their oil, this has led to reduced pollution. "One gallon of oil can contaminate 1 million gallons of water," Thiede says.

## YEAR OF CHANGE

This year will mark a year of change for FutureKleen, such as the changing of its name from Filtakleen, which will officially take place later this summer.

“We’re going to be concerned about the future,” Thiede says. “This will be supported by the new slogan, ‘Running lean, saving green.’”

Thiede said the company also will introduce several new innovations at MINExpo2012, including a new oil additive, EfficiaMax Nano, a product using nano-sized Borate particles which will significantly reduce engine friction.

“This product will protect engines with a ceramic coating harder [than the] metal itself, 85 percent the hardness of diamond.” FutureKleen tested this additive on a mining haul truck in Russia that resulted in a \$60,000 reduction in annual fuel costs.

He also notes that in a recent field test conducted on equipment at PT Pamapersada after only 10 hours in use the new additive had increased fuel effi-

ciency by 3.7 percent and horsepower by 3 percent. “We’re just now putting it on a bunch of new haul trucks at PT Pama,” Thiede adds, “And it contains no environmentally harmful chemicals.”

Another change to be unveiled at MINExpo will be the company establishing its filter products into two separate categories: FiltaMax and PreKleen. The new names, when introduced, will help explain what each product delivers, Allen says. “FiltaMax is our bypass oil filter. We call it ‘max’ because it will filter oil down to two ISO grades [International Standards for Oil] cleaner than factory new.

“You can imagine how dirty the air is on a mine site,” he adds. “Our PreKleen air filter uses a centrifugal technology to remove dirt and grit before it ever reaches the factory installed air filter. This extends filter life and keeps the air much cleaner, reducing engine wear and increasing fuel efficiency.”

FutureKleen also will introduce its Complete Total Solution package that incorporates its filters and additives as

well as real-time monitoring of engine emissions and equipment performance that allows users to upload data for performance evaluation. “The software we’re using will analyze the data and generate a findings report, key recommendations and an implementation plan,” Thiede says. “This way we can anticipate a maintenance issue before a catastrophic failure causing that piece of equipment to break down. It will help prevent major repairs and significantly decrease expensive downtime.”

FutureKleen faces many challenges ahead, including changing the mindset of consumers who tend to look only at products that OEMs manufacture or endorse. “People [also] worry about warranties, [and] we provide a warranty,” Thiede says. “We’ve never had a claim since we started.”

Allen also sees a strong future with Thiede at FutureKleen’s helm. “This is a man who cares deeply about what’s going on and has delivered a veritable bridge to the future,” he says. **EMI**