

## 'PARTNER INSIGHTS' NATIVE CONTENT PROGRAM

New for 2022, Partner Insights offers a select number of our marketing partners the opportunity for their marketing messages to appear seamlessly embedded within the editorial flow of our market-leading brands. Often referred to as "native" content, Partner Insights articles are posted directly in our content management system. They're tagged as Partner Insights content (image), but otherwise are indistinguishable from other editorial posts. Importantly, we'll promote Partner Insights content through exclusive access to native messages (image) embedded within other editorial pieces across the site, as well as through promotion in our brand newsletters.

In addition to building thought leadership with our global audience of chemical industry professionals, the Partner Insights program is also designed enhance SEO efforts through **embedded backlinks** to additional content on our partners website. This minimum three-month program includes the initial posting and promotion of up to four pieces of content, plus two fresh pieces of content in months two and three for a total of eight articles. Pricing is \$9,000 net for the first three months, plus \$2,500 monthly thereafter (two new articles monthly). The program also includes creation of a landing page with summaries of and links to your company's Partner Insights articles.

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## CHEMICAL PROCESSING

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Partner Insights

### Pipeline Cleaning Demands Care

The way you do the job and what you use really matters

By Dirk Willard, Contributing Editor  
Sep 09, 2020

The pipeline that carried 50% caustic solution needed cleaning. I reckoned this called for a flow of at least 30 gal/min in the 500-ft 2-in. line to maximize velocity – and, so, minimizing the 3/4-in.-hose connections. Instead, operations opted for 150 ft of hose and water from the hot water system; this produced a paltry 9.4 gal/min, as I confirmed with a bucket test. After a few hours, the pH had dropped from 14 to 11. That, as I informed operations, was the easy part; the U.S. Environmental Protection Agency mandates a pH of 8 for caustic at landfills. So, the flushing began again the next day. After a few more totes, operations claimed to have reached a pH of 9.4. I had my doubts, though, because I'd calculated a 1%-by-volume caustic residual in the pipeline and gotten field measurements of pH 11.

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Operations staff had another trick up their sleeves. They filled up the pipe, let it soak for an hour, blew it out again and then flushed for a third time. Finally, after 16 totes (4,100 gals, as the totes weren't full), we achieved a pH of 9.6. A final test of the water used for the hydro-pressure test that followed the construction showed a pH of 9.3.

My report concluded that blowing took the place of the velocity I was seeking but, without flushing, the caustic residual would have remained in the pipe.