

Fact and Fantasy in Catalyst Selection

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REFCOMM
GALVESTON

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Hoekstra Trading LLC

Catalyst Selection Myths

Myth Number 1

The market leader has the best catalysts



Catalyst Selection Myths

Myth Number 2

You can rely on vendor data



Catalyst Selection Myths

Myth Number 3

Catalyst performance has tripled in the last 15 years



Catalyst Selection Myths

Myth Number 4

Engineers never want to change catalysts



Catalyst Selection Myths

Myth Number 5

Procurement guys are bean-counters who don't care about performance



Catalyst Selection Myths

Myth Number 6

Catalyst supplier profit margins are razor thin



Catalyst Selection Myths

Myth Number 7

Catalyst must be customized for each individual unit



Catalyst Selection Myths

Myth Number 8

Akzo (Albemarle) invented Type II hydroprocessing catalyst



Catalyst Selection Myths

Myth Number 9

Catalysts are chosen to maximize profitability



Catalyst Selection Myths

Myth Number 10

Switching catalyst suppliers is risky business

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Don't accept conventional wisdom.

Our program helps you

- *See the truth*
- *Buy the right catalysts with confidence*
- *Save \$hundreds of thousands on each purchase*

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