Fact and Fantasy in Catalyst Selection

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Catalyst Selection Myths

Myth Number 1

*The market leader has the best catalysts*
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
Fact and Fantasy in Catalyst Selection

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