

## Aloe Vera Gel

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Waukesha  
Cherry-Burrell®

**Pump:**

Waukesha Cherry Burrell Brand - Model 030 [Universal 1 Series Pump](#)

**Industry:**

Personal Care – Aloe Vera Gel

**Problem:**

The customer originally installed an air operated diaphragm pump, but found it did not provide consistent aeration of the product due to high product shear across suction and discharge valves.

**Solution:**

The tight tolerances and gentle product handling of the Universal Series pump ([model U1-030](#)) outperformed the diaphragm pumps and produced the desired aerated product in a production environment.

Two main advantages of the Universal Series pump led to its selection:

- 1) The external [circumferential piston \("ECP"\) style rotors](#) were able to scoop the gel without damaging the encapsulated bubbles
- 2) The process required daily cleaning and the pump's economical single O-ring shaft seals provided a significant cost benefit over the more expensive mechanical seals offered on competitor pumps

The customer was so satisfied with the performance of the pump that they purchased an additional 10 units and their first Universal Series pump has been in the plant for years with no operational problems and minimal maintenance.

