



ULTRATECH
INTERNATIONAL, INC.

Wrong Way Wednesday



Solution

In many of our Wrong Way Wednesdays, the problem is obvious. It jumps right out at you the moment you see the picture. You may not find that to be the case today. You may have to look very closely... maybe even use your computer to digitally zoom in and scrutinize each part of the photo.

SPOILER ALERT (Don't read this paragraph if you're intent on finding the problem yourself). Look very closely at the bottom left corner of the picture and you can see where the product is beginning to fail.

Ok, let's get serious. Or, as serious as you could get about a demonstration of such indifference, ignorance, stupidity... or a combination of the three. What's wrong with this scenario? Let me get bullety with it:

- Apparently, the sidewalls of this containment product are made out of Saltines. Clearly, this thing isn't going to capture ANY spill.

- Not sure if these are drums of lead or gold or kryptonite but whatever it is, it's too heavy for Company E's (see what I did there?) pallet.
- Even if the sump's walls weren't crumbling like a sandcastle at high tide, it's not large enough to meet the capacity requirements. That's a 30-gallon sump with two 55-gallon drums on top of it. EPA regulations would require at least 55 gallons of containment.

Fortunately for you, UltraTech offers a much better solution... The Ultra-Spill Pallet P2 Plus. "But Mario, what makes this a much better solution?" you ask?

Good timing because I was just about to explain that. I'm going to get bullety with it again because studies show that you're more likely to read it if I do (Yeah, I read studies):

- It's strong/heavy-duty - The P2 Plus is like the Dwayne Johnson of spill pallets. It's strong, good-looking (I say that with an almost unblemished record of heterosexuality) and it gets the job done day in and day out. You could say that it's the "hardest worker in the room". Like our other spill containment products, this pallet is rotationally-molded. A molding process that is much stronger than the one used for the pallet in the photo.
- It meets regulations - The sixty-six (66) gallon sump meets the EPA and SPCC requirements.
- It laughs at kryptonite - With a weight capacity of 4,500 lbs., 55-gallon drums of whatever are no match for the Spill Pallet P2 Plus.

So there you have it. All the reasons (or reason enough) that the Ultra-Spill Pallet P2 Plus is the right solution for this Wrong Way Wednesday.

And now you know. Happy Wednesday!