



# Pumps in Action

## Toothpaste with Tooth Whitening Sacs

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Waukesha  
Cherry-Burrell®

### Pump:

Waukesha Cherry Burrell Brand - Models 060 and 210 [Universal 2 Series](#)

### Industry:

Toothpaste with tooth-whitening cell sacs.

### Problem:

Excessive product shear during transfer will break the tooth-whitening cell sacs within the tooth paste. If the tooth-whitening material breaks down, then very little remains in the final packaged tubes for action on the users' teeth.

### Solution:

The customer tested 15 different brands of pumps to determine which imparted the least destruction to the tooth-whitening cell sacs. At the end of the trial, the Waukesha brand Model U2-060 pump with single mechanical seals was selected for the application.

The unique features of the [external circumferential piston \("ECP"\) style rotors](#) provide a long slip path which gently scoop the solid particulates in the product, preventing "slippage" back through the tight clearances of the pump, this keeps product shear to a minimum.

The low product shear and limited slip performance of the SPX Universal 2 Series pumps was the key factor in the customer's decision.

