

## 3 questions “Funnel the Spec” to one product type.

Start at the top, follow the path down, end on the recommendation. Designed for distributors to send a customer ahead of a quote call.



Two universal rules behind the tree: **coalescing always installs upstream of any desiccant dryer** (oil carryover ruins desiccant media fast), and **activated carbon always installs downstream of coalescing** (liquid oil saturates carbon in days). The rotary-screw air-oil separator isn't a stage in the customer's filter train — it lives inside the compressor package and gets quoted on the service-parts cross, not as part of a downstream build.

*“Filtration isn't a filter — it's a stack. Sell the stack and the customer hits their audit. Sell one element and they fail it.”*

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