

Switch from induction to Magnefficient PMM reduced power consumption by 25 percent, increased production by 10 percent in deep well

CHALLENGES

- 9,000 ft deep well with high gas-to-liquids ratio (GLR)
- Lost production due to excessive shutdowns and high downtime
- Amp fluctuations due to high gas in the pump
- Short run life due to instability and a high number of shutdowns

SOLUTION

- [The Magnefficient™ permanent magnet motor \(PMM\)](#) was recommended for its ability to:
 - Lower heat generation with higher efficiency
 - Reduce downtime, power consumption, and flow rates
 - Maintain a more constant power factor and efficiency rating over a larger load range compared to induction motor technology
 - Reduce cable power losses, or when applicable, allows you to use a smaller cable to save additional costs

25%

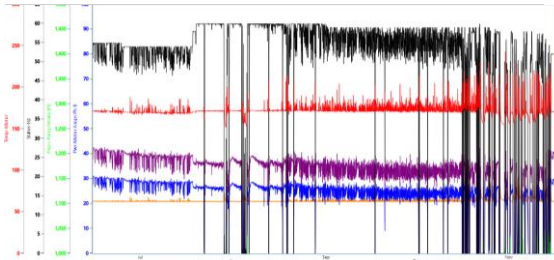
Reduction in power consumption

10%

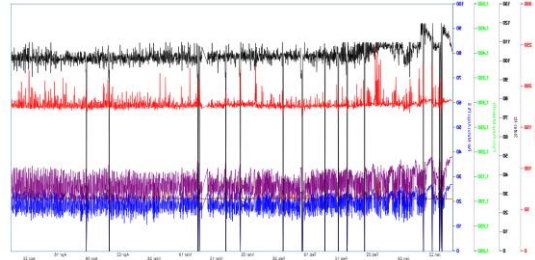
Reduction in downtime and increase in production through lower flow rates

\$1M USD

Increase in annual production revenue



Induction motor performance trends show multiple high motor temperature shutdowns (black) caused by gas interference.



PMM performance trends show reduced motor temperature related shutdowns (black) with the Magnefficient permanent magnet motor.