

ENERMAX ETS-T40

Full-Color Coolers

A few decades ago, a monochrome trend hit the custom automotive world. Car owners opted into the sporty, European look by having their bumpers, windshield wiper arms, trim pieces, and door handles—basically everything but the glass—painted to match their vehicles' body color.

The ETS-T40 CPU coolers from ENERMAX (distributed by ECOMASTER; www.ecomastertek.com) put us in mind of the monochroming fad, thanks to a neat new coating on its copper and aluminum surfaces. But the coating isn't just an aesthetic decision; it supplies a real improvement to performance, as well.

Color Coated

"As internal black or white coating becomes the standard in mainstream PC chassis, many users are looking for the ideal color components to complement their color-coordinated system," says ENERMAX Sales Manager John Lee. "This raised an idea to turn our award-winning ETS-T40 cooler from a traditional silver finish into a black or white edition for those users who want complete tone unification for their rigs."

The coating in question is ENERMAX's innovative TCC (Thermal Conductive Coating).

"A normal coat of paint would have a negative effect on the performance of a CPU cooler because the heat dissipation speed is blocked," says Lee.

"However, with ENERMAX's new technology, TCC, the issue is solved and maintains the perfect performance of the T40. TCC has special nano-molecular properties that help pass the heat from one side to the other, while increasing thermal conductivity.

"Moreover, the coatings offer anti-oxidation, which extends the lifetime of



The ENERMAX ETS-T40's colorful coating actually helps it shed heat. It also looks boss.

the cooler and ensures that the cooling performance will not deteriorate, even in humid environments," says Lee.

So why white or black? Why didn't ENERMAX finish the ETS-T40 in something showier, like a bright red or deep blue?

"In the past, PC systems would be too colorful and become chaotic or tacky," says Lee. "You'd like to treat your system as an artistic centerpiece, so the entire composition must be appealing and flow well seamlessly.

"With the new ENERMAX ETS-T40 Black Twister and ETS-T40 White Cluster, users have the opportunity to balance the colors in their rigs and stand out from the ordinary."

A bold hue would also make it hard for you to find other PC components in complementary colors. A neutral tone,

such as the ETS-T40's white or black, can pretty much go with anything.

"The ETS-T40 black or white editions are for those that desire more style and flair for their CPU cooling solution," says Lee.

Construction

The ETS-T40 incorporates several technologies ENERMAX developed to help it do its job of cooling your CPU.

"It is designed to fulfill the quintessential customers' need by implementing the unique patented technologies—VGF (Vortex Generator Flow), SEF (Stack Effect), and HDT (Heat-pipe Direct Touch)," Lee says.

VGF (Vortex Generator Flow). VGF increases air convection between the cooler's aluminum fins, helping it to "hug" the round heat pipes in their midst.