LIFTING SOLUTIONS

Enhancing Well Efficiency with KeBond™ Coated Endless Rod™ Technology

CHALLENGE

Our client had recently fracked, highly deviated, high production wells with no prior lift system. Seeking a rod lift solution, they approached our Artificial Lift Applications team.

After a thorough assessment, we identified that conventional sucker rod strings were unsuitable due to wellbore deviation through the curve creating high contact loads and associated friction, as well as rod and tubing wear.

The 15 wells required pumping the rod through the deviated curve or positioning the pump within the curve.

Our team was ready with the solution.

SOLUTION

Lifting Solutions introduced KeBond, an engineered polyketone-blended thermoplastic coated Endless Rod designed to address the limitations of traditional bare sucker rod systems.

- **Friction Reduction:** KeBond addresses friction issues associated with pumping through or landing in the curve, reducing wear and extending equipment life by lowering the coefficient of friction between rod and tubing.
- **Elimination of Couplings**: Endless Rod eliminates 99% couplings, which are responsible for over 50% of sucker rod failures. In deviated wells, couplings worsen tubing wear due to concentrated contact points.
- **Rod Guide Elimination:** Unlike conventional rods, KeBond does not require rod guides, which can focus tubing wear, restrict fluid flow, and potentially disintegrate, leading to pump issues.

PERFORMANCE

The implementation of KeBond coated Endless Rod in these challenging wells unleashed substantial benefits:

- **Elevated Production Goals:** Enabled rod lift use directly after fracking in complex wells, making it a viable alternative to initial ESP or gas lift systems.
- **Reduced Operational Costs:** Utilizing KeBond coated Endless Rod mitigated the need for the client to run much more costly lined tubing.
- **Enhanced Reliability and Runtime:** Boosted operational life by reducing friction and increasing contact area, thanks to KeBond's innovative coating and the Endless Rod design.

METRICS

- Eleven of the 15 wells (70%) achieved an average runtime of **380 days** without any rod or tubing interventions as of the reporting date (May 15, 2025).
- Four of these 11 wells have had no intervention or service and have been running continuously for approximately **400 days**.

15 Well Permian Summary		
Production (bbls/day)	Average	460
	Maximum	560
Depth	Average	5342'
	Maximum	5550'
SPM	Average	5
	Maximum	8.5
PPRL	Average	26,635 lbs
	Maximum	31,000lbs
Side Loading	Average	420 lb/ft
	Maximum	600 lb/ft
Inclination	Average	53°
	Maximum	63°
Dogleg Severity	Average	10° /100'
	Maximum	17°/100'

This deployment success showcases the power of KeBond coated Endless Rod technology, transforming the operational efficiency and reliability of high-deviation, high-production wells. It significantly extends equipment life and dramatically reduces maintenance needs.

Experience Performance. Artificial lift products and services that consistently outperform the market and reduce OPEX.
LiftingSolutions.com or call us toll free 1.877.879.5727