

North America

Morton centennial celebration announced

For 100 years, America has celebrated life's moments with the Morton Salt Girl—from birthdays and holidays to the everyday. This year, Morton Salt is inviting America to celebrate her. The company is launching a year-long campaign in honor of the Morton Salt Girl, who marks her 100th year in 2014 as the face of the brand. Morton Salt is also refreshing its brand this year by updating its logo and introducing a new packaging design system. To mark the Morton Salt Girl's 100th Birthday, the company has a variety of events and promotions planned throughout 2014. Visit www.mortonsalt.com for full details.

Reactivated carbon service announced

With a growing popular demand in recent years for reactivated carbons, many companies are steadily increasing their volume of usages to significantly cut cost and increase their environmental credits issued by regulatory agencies for waste minimization. Carbon Plus React Corp., a company with its own reactivation plant (minimum 6,000 metric ton per year), offers custom, high-quality reactivated carbons, in addition to powdered and char carbons with low prices and complete satisfaction.

WRF funding commitments announced

At its January meeting, the Water Research Foundation's (WRF) Board of Trustees approved \$5.24 million (USD) to fund its research programs in 2014. This research budget will be leveraged with partnerships and in-kind support increas-

ing the total amount of funds dedicated to WRF's 'one water' research agenda this year. The approved funds are allocated to the three research programs: Focus Area Program (60 percent of the total research budget, approximately \$3.14 million); Emerging Opportunities Program (20 percent, approximately \$1.05 million) and Tailored Collaboration Program (20 percent, approximately \$1.05 million). The board also voted to maintain all 10 existing focus areas while adding Integrated Water Management: Planning for Future water Supplies. Visit www.waterrf.org/the-foundation/research-programs/Pages/Focus-Area-Program.aspx for a complete list of focus areas and 2014 projects.

Marlo sales representative named

Ashberry Water Conditioning has been selected by Marlo Incorporated as its new sales representative for the state of Florida. The company will focus its sales and marketing efforts on the new commercial building construction trades, primarily in the healthcare, educational and hospitality markets.

Report on global water treatment chemical demand released

World demand for water treatment chemicals is forecast to rise 5.8 percent per year to \$30.6 billion (USD) in 2017. Demand will be driven by rising water quality standards in manufacturing and other industrial applications, expanding access to safe drinking water in under-served regions, and a shift toward higher value chemicals with improved performance and/or environmental profiles, particularly in developed countries. Increases in developed countries will

be tempered by greater competition between water treatment chemicals and equipment in some applications, reflecting a more complex industry response to environmental concerns. These and other trends are presented in *World Water Treatment Chemicals*, a new study from The Freedonia Group, Inc.

Water district honored with Lee Kuan Yew award

NWRI Member Agency Orange County Water District (OCWD) has received the prestigious Lee Kuan Yew Water Prize, an international award recognizing outstanding contributions toward solving global water problems. OCWD was selected as the 2014 recipient for its pioneering work in water reclamation, groundwater management, public outreach and achievements in public policy.

Pacific Ozone partnership announced

Pacific Ozone has entered into a collaborative partnership with Gusmer Enterprises to bring water-saving solutions to the beverage industry. Gusmer Enterprises is a manufacturer, supplier and innovator for the beverage industries. Together, the companies will address the changing disinfection needs of brewing, wine making, distilling and juice processing with advanced disinfection solutions that save water, time and money. Gusmer will offer complete ozone product solutions from Pacific Ozone, including the PC Series of portable ozone generator carts and compact ozone process skids.

IDE honored

IDE Technologies has been shortlisted in two categories of the Global Water

WC&P Glossary of Terms

ANSI	American National Standards Institute	gpm	gallons per minute	PVC	polyvinylchloride
CDC	Centers for Disease Control and Prevention	IAMPO	International Association of Plumbing and Mechanical Officials	RO	reverse osmosis
CI	Certified Installer	MF	microfiltration	TOC	total organic carbon
CIP	clean in place	NOM	natural organic matter	THM	trihalomethane
CWS	Certified Water Specialist	NGWA	National Ground Water Association	TDS	total dissolved solids
DI	deionization	NSF	National Sanitation Foundation	UF	ultrafiltration
DBP	disinfection byproduct	OEM	original equipment manufacturer	US EPA	US Environmental Protection Agency
EDI	electrodeionization	ORP	oxidation-reduction potential	UV	ultraviolet
FDA	US Food and Drug Administration	PE	Professional Engineer	VFD	variable frequency drive
FRP	fiberglass reinforced plastic	PLC	programmable logic controller	VOC	volatile organic compounds
GAC	granulated activated carbon	POE	point of entry	WQA	Water Quality Association
gpd	gallons per day	POU	point of use	WRF	Water Research Foundation

Awards, including Desalination Company of the Year, which IDE won in 2011. This award honors desalination plant suppliers that made the greatest overall contribution to the desalination industry in 2013. IDE's Sorek (Israel) advanced seawater reverse osmosis (SWRO) desalination plant has also been shortlisted for Desalination Plant of the Year, which recognizes desalination plants commissioned in 2013 that represent the most impressive technical or ecologically sustainable achievement in the industry. Completed ahead of schedule, within budget and to spec, the plant provides clean water for over 1.5 million people, comprising 20 percent of Israel's municipal water demand. The Global Water Awards ceremony will be held during the Global Water Summit, which will take place April 7-8 in Paris, France.

NSF news

NSF International has launched its StaySafer™ program, which provides the hospitality industry with a credible means to demonstrate the safety of its food and water to travelers, agencies and hotel rating websites. The program combines inspection and testing for both a hotel or resort's water systems and food service operations. It also provides hotels, resorts and other establishments access to customized inspections that would cover other important aspects of the hotel operations. These other inspections can be bundled with the NSF StaySafer inspections to provide additional cost savings to certified establishments. Certified hotels will be listed in NSF's online listings database and earn the use of the NSF StaySafer mark on marketing materials and displays, as well as their website, so consumers and agencies can easily find compliant hotels. Companies seeking more information about the program can contact staysafer@nsf.org or visit NSF's water programs web page.

US EPA news

At the 14th National Conference and Global Forum on Science, Policy and the Environment, US EPA Administrator Gina McCarthy announced Science to Achieve Results (STAR) grants to four research institutions: Pennsylvania State University Center for Integrated Multi-scale Nutrient Pollution Solutions; University of South Florida Center for Reinventing Aging Infrastructure for Nutrient Management; Colorado State University Center for Com-

prehensive, Optimal, and Effective Abatement of Nutrients and Water Environment Research Foundation for innovative and sustainable water research to manage harmful nutrient pollution. The grants, an integral part of the agency's research on water quality and availability, support sustainable water research and demonstration projects consistent with a comprehensive strategy for managing nutrients and active community engagement.

Europe Krones ultralight bottles honored

An ultralight PET bottle from Krones was among the winners at this year's packaging design awards in the Beverages category. In recognition of this achievement, the PET lite 9.9 carbonated is now entitled to wear the internationally prestigious iF label. The innovative bottle, suitable for carbonated beverages, has a capacity of 500 milliliters (16.9 ounces) and tips the scales at a mere 9.9 grams, making it 30- to 45-percent lighter than comparable PET containers on the market. The iF Product Design Award was introduced in 1954 and is annually conferred by the iF International Forum Design.

Asia Calgon Carbon awarded contract in Korea

Calgon Carbon Corporation has been awarded a contract by DaeWoo Engineering and Construction Co. Ltd. to supply 5.6 million pounds of granular activated carbon (GAC) to the Gu Eui Municipal Drinking Water Plant in Seoul City, South Korea, for drinking water treatment. The GAC will be installed in newly constructed carbon filters to remove unpleasant taste and odor from the plant's source water. The Gu Eui Plant provides 119 million gallons (450 million liters) of potable water per day to approximately 600 thousand residents in Gwang Jin-gu, Seoul, South Korea.

Spectra systems deployed to Marshall Islands

On remote Marshall Islands Utrik atoll, the region's first permanent solar- and wind-powered water desalination plant is staving off the effects of a year-long, region-wide drought. In May 2010, Moana Marine LLC installed two Spectra LB-1800 RO desalination systems that use proprietary energy-recovery pumps, which convert sea water into 3,600 gpd

(13,627 liters/day) of clean, fresh, US EPA-approved drinking water. The fuel expense with the Spectra units, in an area with fuel prices averaging \$8-10 per gallon or more, is zero and the installation has paid for itself in fuel savings alone.

India deployment of European technology announced

A €2.2 million (\$3.05 million USD) Europe/India collaborative research project, ECO-India, has begun its first rural community deployment in West Bengal with a shipment of cutting-edge European water-treatment technology. Co-funded by the European Commission's Seventh Framework Programme (FP7) and the Indian Department of Science and Technology (DST), the three-year ECO-India project will run until August 2015 and is focused on developing innovative and sustainable approaches for producing potable water at the community level.

Dow-Haier partnership announced

While Dow Water & Process Solutions celebrated the first anniversary of its water purification business cooperation with Haier, a new collaboration agreement between the two parties was also agreed upon: Haier will purchase original USA-made residential FILMTEC™ RO components for its high-end residential water purification products. All specifications of these products measure significantly above international and Chinese standards. Aside from the latest agreement on RO components, Dow and Haier will also join in exploring opportunities for cooperation in the area of commercial water purification.

Largest ever grant announced for drowning prevention

Bloomberg Philanthropies has announced a commitment of \$10 million (USD) to save children from drowning. The Drowning Prevention Project will have a major focus on children aged one to four years old in Bangladesh, where drowning accounts for 43 percent of all deaths. Every year in Bangladesh, 12,000 children drown—the equivalent of 32 deaths every day. Bloomberg Philanthropies is partnering with the World Health Organization (WHO) and Johns Hopkins Bloomberg School of Public Health to identify scalable solutions to help prevent drowning deaths, and to build strong networks between public health officials

Global Spotlight

and advocates who may participate in future efforts. Bloomberg Philanthropies is also supporting WHO to publish an evidence-based global report on drowning prevention.

Unique desal system deployed in Maldives

The small Maldivian Island of Guhli welcomed the world's first desalination

unit utilizing waste heat from the local power generator to produce drinking water through membrane distillation. Home to about 1,200 inhabitants, a shipyard and a growing number of guesthouses, there are no natural sweet-water sources other than seasonal rain, and therefore, Guhli is reliant upon water imports. The water produced through this new technology will be used to reliably provide water for

drinking, cooking and hygienic purposes. The project was developed by local power company STELCO in a joint venture with Aquiva Foundation, which won a tender in 2013 asking to desalinate water utilizing the waste heat available on all Maldivian Islands.