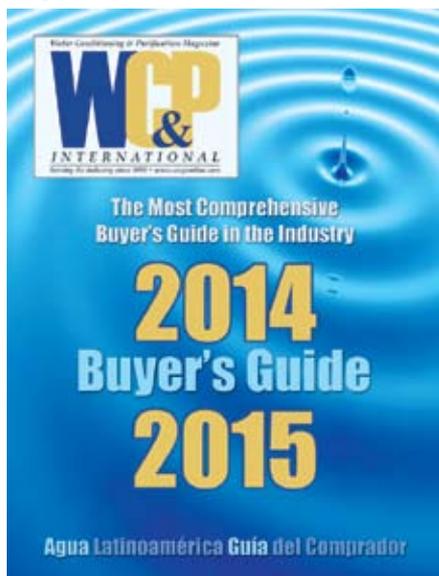


Supplement to the WC&P International 2014-2015 Buyer's Guide



Aqualine II (formerly Water Tec International)

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North America Swimming program expanded

New York state kicked off an expanded, free learn-to-swim program at their parks this summer, funded through a collaboration between New York State Parks, American Red Cross, the National Swimming Pool Foundation's Step Into Swim campaign and NESPA Foundation. The expanded program is expected to teach up to 1,000 children to swim this summer at five parks, including rural areas with lakes. Four organizations received a total of \$70,000 Step Into Swim gifts from the National Swimming Pool Foundation this year. Those gifts were funded by donations to the campaign, which were also matched dollar for dollar by the foundation. One of those programs supported the American Red Cross and New York State Parks Department. The Red Cross trained 15+ new instructors and more are planned as season schedule permits. The Parks Department made the swim lessons available for free. Those instructors and the park pools and lakes will likely be creating swimmers for years to come, creating a legacy of swimmer families, reducing drowning and encouraging family fun and fitness.

Salt regulations proposed by FDA

The Salt Institute reported the US Food and Drug Administration (FDA) has announced its intent to issue voluntary guidelines for food producers to reduce sodium levels. The agency cited a 2010 Institute of Medicine (IOM) report which recommended sodium limits. FDA, however, is ignoring a much more recent 2013 Institute of Medicine review of studies that examined links between sodium consumption and health outcomes, which raised serious questions about possible harm caused by sodium reduction efforts and recognized that blood pressure is only one of many factors that should be considered in evaluating dietary changes. More recent research by Dr. Niels Grau-

dal, University of Copenhagen Hospital, Denmark and a committee member at the Institute of Medicine, found that current levels of sodium consumption were already optimal for good health. The research, published in the *American Journal of Hypertension* found that the low sodium levels recommended by the US Centers for Disease Control (CDC) and other agencies are now viewed by many in the scientific community as excessively and unrealistically low.

AQWA grant announced

The Arizona Water Quality Association (AQWA) has won a \$40,000 (USD) grant from the Arizona Department of Water Resources to conduct a public education and industry training program on what can be done to reduce salinity discharges from water softeners. The work will include the development of best-practices standards for sizing, installing, programming, servicing and using softeners to minimize the use of water and salt. Certification will be provided for those completing special training sessions, allowing Arizona municipalities to adopt ordinances to recommend or require the use of such certified professionals. The year-long program began August 1.

Carbon Resources acquired by Oxbow

Oxbow Carbon LLC (Oxbow) announced the acquisition of Oceanside, CA-based Carbon Resources, LLC (CR), one of the largest independent activated carbon product distributors in the US. Terms of the transaction were not disclosed. CR supplies a full range of coconut-shell, coal and wood-based carbon products, targeting value-added applications to customers across the US. Leveraging Carbon Resources' strong relationships, outstanding technical capabilities and excellent brand image, the company consistently has increased its sales and earnings in recent years. CR's current management (led by President

WC&P Glossary of Terms

ANSI	American National Standards Institute	gpd	gallons per day	POU	point of use
ASPE	American Society of Plumbing Engineers	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
				WRF	Water Research Foundation

Ken Schaeffer and Vice President Kimberly Walsh) will continue to lead the CR team, supported by Oxbow's global capabilities in operations and logistics. Through its Oxbow Carbonplus business (based in Paris, France and similar in size to Carbon Resources), Oxbow already is an active participant in the European activated carbon market.

Anniversary celebrated at Avista

Avista Technologies announced it is celebrating its 15th year as a globally recognized and trusted supplier of water treatment chemicals and expert process support for membrane systems. Since May 1999, the company has established a leadership role as an industry innovator and generated industry awareness on the intrinsic value of chemicals formulated specifically for membrane processes. Over the past 15 years, Avista's growth has been supported by the expansion of services into emerging global markets with highly challenging water sources. The company currently distributes products around the world through regional offices and a network of qualified distributors. Some of Avista's most noted accomplishments include the development of products specifically formulated for highly stressed feedwaters, cleaners for MF/UF membranes, tailored chemicals for unique applications, Chromatic Elemental Imaging (CEI), and the Avista Black Box, a system optimization tool. Eco-friendly green chemistries have also been recently introduced to provide antiscalants and cleaners that achieve superior results in sites with strict discharge restrictions.

Calgon's AZ plant honored with award

Calgon Carbon Corporation has received the 2014 Excellence in Sustainability Award for its Gila Bend, AZ, plant from the Arizona Manufacturers Council (AMC). AMC recognizes those in the manufacturing industry that have advanced the state's economy by producing superior products and providing high-quality jobs. The newly constructed Gila Bend plant began operation in early 2013 and currently employs 14 people. The plant is Calgon Carbon's most modern and energy-efficient facility to recycle



Trip awarded by Foundation Finance

Foundation Finance rewarded 12 dealerships with a four-day trip to St. Thomas, US Virgin Islands as winners of its Foundation Fiesta 2 contest. The competition, which ran from February 1 through April 30, offered dealers several ways to qualify to win: overall funded volume, funding percentage and random chance based on earning entries for each loan funded. The June 18-21 trip treated dealers to a luxury stay in St. Thomas, a tour of the island (including a visit to the highest point at Mountain Top), a safari to the neighboring island of St. John, swimming and snorkeling at Trunk Bay, a harbor lights dinner cruise and more. "Our dealers have shown strong support for our financing programs and this is one way we can thank them for their business and loyalty," says Andrea McCullion, Senior Vice President of Marketing for Foundation Finance.

or reactivate granular activated carbon (GAC), which is used in drinking water applications. The company expects the potential for job growth over the next three years. The facility was designed and built exclusively to provide 'custom' reactivation of GAC. Currently, the 847,000-square-foot plant produces 15 million pounds of reactivated carbon per year for use by municipalities.

Atlas Watersystems acquired by Quench

Quench USA announced the acquisition of Atlas Watersystems, Inc., which expands Quench's market leadership in the commercial filtered drinking water and ice business into New England. Quench also will benefit from Atlas' extensive experience providing water systems for food service, residential and industrial customers, as well as further enhance service capabilities, technological expertise and product line. Along with the recent acquisition of Macke Water Systems, Quench customers number more than 50,000 nationwide.

Global demand for filters to increase

According to *World Filters*, a new study from The Freedonia Group, Inc., global demand for filters is projected to increase a healthy 6.2 percent annually to \$80 billion in 2018. Advances will be supported in general terms by an improved

outlook for manufacturing activity and rising consumer incomes. In 2013, the US and China were the largest national markets for filters, with 21 and 14 percent of global demand, respectively. By 2018, China's filter market will be nearly as large as that in the US and by 2023 China will surpass the US. In addition, Chinese filter demand will be \$6.1 billion higher in 2018 than in 2013, representing approximately 30 percent of the global increase.

Europe 1.9 million water coolers in east Europe

The east European water cooler market climbed to a record 1.9 million units installed at the end of 2013, up 9.9 percent on 2008, according to a new report from specialist consultancy Zenith International. The market is dominated by bottled water coolers with a 64-percent share and pump and other dispensers with a 32-percent share. POU mains water coolers are beginning to make their presence felt, with nearly 60,000 units fitted, to reach a three-percent share. Ukraine and Russia were among the best performing markets, increasing their overall installed base by close to double-digit rates, with Serbia also seeing solid growth. Russia remains the largest cooler market with a 40-percent share in 2013, followed by Poland and Ukraine. The same three countries also ranked highest for bottled coolers and dispensers. Poland and Romania lead

Global Spotlight

the POU segment, holding a combined 70-percent share. Zenith forecasts that the total market will reach over 2.4 million units by the end of 2018. Compared with west Europe, the POU segment is expected to remain less developed.

Krones AG honored by Forbes

Prestigious US business magazine *Forbes* has listed Krones AG among the 50 most trustworthy companies in western Europe. With 98 points out of a possible 100, Krones AG (Neutraubling, Germany) received the best rating of all companies analyzed. The list is based on a study conducted by GMI Ratings, a provider of analyses and ratings, evaluating risks in connection with business management

and balance-sheet probity. GMI analyzed more than 4,000 companies listed on western Europe's stock exchanges against around 60 different criteria and arrived at an Accounting and Governance Risk (AGR) rating.

Africa Clariant sale completed

Specialty chemicals company Clariant has closed the sale of its water treatment business in Africa to South Africa-based AECI in June. The total value of the divestment amounts to 34 million Swiss francs (\$38 million USD) in cash at closing. The transaction was subject to certain precedent conditions, as well as regulatory approvals. AECI

is an explosives and specialty chemicals group domiciled in South Africa and its businesses are characterized by application know-how and service delivery in many African countries. It already has a footprint in the industrial water and municipal and wastewater markets in South Africa, supplying a total water solution to its customers. The former Clariant water treatment business provides chemicals, services and engineering solutions to a wide range of industries, such as mining, automotive, food and beverage, metals and many others. It also serves municipalities to supply drinking water in many African communities.