

North America

Increase in bottled water sales attributed to First Lady

The International Bottled Water Association (IBWA) announced that First Lady Michelle Obama's Drink Up campaign has increased bottled water sales. IBWA is a sponsor of the campaign. A new study from Nielsen Catalina Solutions (NCS) showed the online ad campaign resulted in a three-percent increase in incremental sales among those who saw the advertising. This generated almost \$1 million (USD) in incremental retail bottled water sales. A statement from NCS said the sales per impression increase was the highest among fence-sitters, generally younger, impressionable consumers who seek convenience in their eating habits. According to the Beverage Marketing Corporation (BMC), approximately 31 percent of what Americans drink is water and of that figure, more than 50 percent is bottled water.

Calgon Carbon second quarter results reported

Calgon Carbon Corporation reported positive activated carbon results for the second quarter ended June 30. Sales for the activated carbon and service segment increased 4.8 percent versus the second quarter of 2013. The increase was primarily due to higher demand for activated carbon products and services in the environmental water and industrial process markets. Sales to the food and drinking water markets also showed improvement over the second quarter of 2013. These increases were partially offset by lower demand for activated carbon in the respirator and environmental air markets.

Team Horner honored by FPA

The Florida Psychological Association (FPA) has honored Team Horner with a Psychologically Healthy Workplace Award for 2014. The program is designed to recognize organizations that make a

commitment to programs and policies that foster employee health and well-being while enhancing organizational performance and productivity. Comprised of both state and national-level components, it highlights a variety of workplaces. Applicants are evaluated on their efforts in five areas: employee involvement; work-life balance; employee growth and development; health and safety, and employee recognition.

IUVA keynote speakers announced

The 2014 International Ultraviolet Association (IUVA) Americas Regional Conference, which will be held October 26-28 in White Plains, NY, will host leading experts in the field of UV technology. Included among the conference leadership will be Marvin R. DeVries, CEO, Trojan Technologies, Inc. and Paul V. Rush, Deputy Commissioner, New York City Department of Environmental Protection, Bureau of Water Supply. The Catskill-Delaware ultraviolet disinfection facility that Rush oversees delivers over two billion gallons (7.5 billion liters) of high-quality drinking water daily, and as such, is by far the world's largest UV disinfection facility in the world.

Dow technology honored

Dow Water & Process Solutions has been honored with a prestigious *R&D Magazine* 2014 R&D 100 Award. The R&D 100 Awards identify and celebrate the top technology products of the year. TEQUATIC™ PLUS Fine Particle Filter was named one of the 100 most influential innovations in 2013. The unique filtration device helps process a wide range of difficult high-solids water, offering a cost-effective solution for wastewater treatment in multiple industry segments.

Maine town offering plumbing scholarship

Remote Jackman, Maine (population 700) has only one plumber, who is set to

retire soon. The next available service is over 50 miles away. The situation has prompted the small village to take action by creating the 2015 Inza and Harry Hughey Memorial Scholarship Fund, which will provide as much as \$2,000 (USD) to those interested in being trained as a plumber. According to high school Principal Denise Plante, it can sometimes take weeks to find someone to respond and can be worse in spring when plumbers are busy opening up lake camps and cottages. "We know it takes several years to become a certified plumber, so we consider this an investment not only in the individual, but in the Jackman region itself," said Sheryl Hughey Harth, whose family is funding the scholarship. It's named for Harth's paternal grandparents, who operated a camp in the valley.

WQRF: 65 years and counting

The Water Quality Research Foundation (WQRF) was formed 65 years ago to serve on behalf of the Water Quality Association (WQA) as a universally recognized, independent research organization. Since its inception, the foundation has partnered with the water treatment industry to invest more than \$1 million to successfully conduct 20 research studies and initiatives, three of which are currently in progress. The long-term goal of WQRF is to achieve sustained growth in order to fund scientific research on subjects relating to the water quality improvement industry. The foundation is uniquely positioned to serve as an avenue by which research is conducted and disseminated to the water treatment industry and the public at large. To learn more about the WQRF vision, current research projects, historic accomplishments and other activities, visit www.wqrf.org.

ISM contest inspired collaboration

What began as a customer contest has evolved into a collaborative project for Colorado-based Industrial Specialties

W/C&P Glossary of Terms

ANSI	American National Standards Institute
ASPE	American Society of Plumbing Engineers
CDC	Centers for Disease Control and Prevention
CI	Certified Installer
CIP	clean in place
CWS	Certified Water Specialist
DI	deionization
DBP	disinfection byproduct
EDI	electrodeionization
FDA	US Food and Drug Administration
FRP	fiberglass reinforced plastic
GAC	granulated activated carbon

gpd	gallons per day
gpm	gallons per minute
IAMPO	International Association of Plumbing and Mechanical Officials
MF	microfiltration
NOM	natural organic matter
NGWA	National Ground Water Association
NSF	National Sanitation Foundation
OEM	original equipment manufacturer
ORP	oxidation-reduction potential
PE	Professional Engineer
PLC	programmable logic controller
POE	point of entry

POU	point of use
PVC	polyvinylchloride
RO	reverse osmosis
TOC	total organic carbon
THM	trihalomethane
TDS	total dissolved solids
UF	ultrafiltration
US EPA	US Environmental Protection Agency
UV	ultraviolet
VFD	variable frequency drive
VOC	volatile organic compounds
WQA	Water Quality Association
WRF	Water Research Foundation

Mfg. (ISM). Customers were invited to submit a photo and description of how they used the company's products. One of the many entries was from Healing Waters International, and ISM took great interest in this contest submission. The company's contest review panel was impressed by the story and voted Healing Waters International as the contest winner. As such, Healing Waters received an iPad mini, Amazon gift card and a donation of an array of ISM components to service Healing Waters International for the remainder of the year.

ScaleWatcher deployed to poultry farms

Scalewatcher North America Inc. systems have been installed at major poultry farms in Ontario, Canada to reduce limescale damage to critical water supplies and ensure efficiency in the poultry raising business. Water, which makes up about 70 percent of a bird's body, is one of the most important nutrients in poultry production; eggs are around 65 percent water. The birds constantly lose water during egg production and water intake is almost twice the weight of feed. During heat stress, the amount of water consumed by the animals can be quadrupled.

Europe

HaloSource trading update released

HaloSource, Inc. announced its trading update on London's AIM Exchange for the six-month period ended June 30. Total revenues for the period increased 24 percent due to revenue growth across each segment of the business. The company has significantly reduced its cash burn by 35 percent compared to the first half of 2013, and ended the period with \$8.3 million in cash. Management remains confident that revenue and net earnings for the full year will be in line with market expectations. HaloSource's drinking water business, a key component for future growth, more than doubled revenue (124 percent) to \$2.0 million, driven by growth with key strategic partners in China and India.

Latin America **Students take part in Mexico water project**

H2OpenDoors, a project of Redwood City, CA-based Peninsula Sunrise Rotary Foundation, will be taking an expedition of high school students and teachers to central Mexico during Labor Day Week, *PRNewswire* reported. According to Jon Kaufman, Director of the project, four students and a teacher from Redwood High and six students and a teacher from Woodside High will take part in the installation of a SunSpring water purification system at a community center. The solar- and wind-powered plants, which require no electricity or fuel and remove all bacteria, viruses and other contaminants using membrane technology, are manufactured by Innovative Water Technologies. H2OpenDoors installed systems in northern Thailand and Tacloban, Philippines in 2013 and will be bringing a unit to a large clinic in central Guatemala in December. Following the installation, the students will be given a tour of the city government, including the metropolitan water company facilities, which serve over 110,000 residents.

Africa

LANXESS technology installed in Ghana

LANXESS RO filter elements have been installed in a water treatment plant to help supply clean drinking water in northern Ghana. The Mazareka Co. Ltd. plant, which is based in Tamale/Kanshegu, has been equipped with Lewabrane RO B400 HR membrane elements that have a capacity of 40 cubic meters per hour and will supply water for approximately 600,000 persons. That includes the 400,000 residents of Tamale, the capital of Northern Region, and neighboring communities within a radius of 124 miles (200 kilometers). LANXESS also taught Mazareka employees how to use the Lewaplug design software, "so that any necessary adjustments can be made to the equipment if there is a change in parameters."

Asia

More success for Aquatech China

Aquatech China was a resounding success and a major milestone for the water technology industry. The seventh edition of the show featured some 1,400 exhibitors from 34 countries. Despite heavy rainfall during the days of the show, which caused significant traffic problems, the exhibition once again welcomed more visitors than the previous year. The very first Industrial Leaders Forum China added an extra dimension to the show. An international audience of over 40,000 decision-makers visited the show over three days. Ten percent of the visitors came from outside of China, representing 90 different countries. The event was co-located with FlowEx China for the second time this year. Aquatech China 2015 will be held June 10-12 in Shanghai, in a brand-new venue, making room for the expected additional growth.

Growth in China water treatment demand projected

Consumer Water Treatment Systems in China, a new study from the Beijing office of The Freedonia Group, Inc. noted that demand for these systems is projected to advance 17 percent per year in 2017. Greater awareness of health and aesthetic benefits provided by water treatment systems will result in double-digit annual growth for these products for the foreseeable future. Further gains, however, will be limited by the habit of many consumers of boiling water prior to consumption in the belief that it is safe enough to drink. POU system sales are expected to grow at an annual pace of 16.6 percent through 2017, accounting for nearly 90 percent of the overall market. Faster growth will be registered by counter-top and under-sink systems, a large share of which use membranes and other non-conventional filtration technology, offering water treatment superior to flow-through and faucet-mounted systems. An increasing number of households, however, are expected to install POE systems.