



Press Release

For Immediate Release

Ultrafiltration in North America

Seccua establishes distribution in the Canadian water treatment market

Surprise, Arizona, January 27, 2010 – Seccua Americas, LLC, the Americas sales and distribution arm of Seccua GmbH, is a global technology leader in the field of standardized ultrafiltration water treatment systems. Seccua now distributes its filtration systems in the Canadian market in cooperation with FOREFRONT INITIATIVES INC. of Ontario, Canada.

FOREFRONT INITIATIVES INC. has many years of experience in the field of drinking water treatment for residential, commercial and small community applications. The demand for safe, good tasting drinking water has increased dramatically in recent years as concerns about the quality of drinking water supplies has increased. Approximately 20 percent of Canadian households are not connected to central drinking water supplies. As such, they are responsible for the quality of their drinking water. Since much of the drinking water in Canada is sourced from surface water, treatment is strongly recommended to remove bacteria, viruses, parasites, and legionella as well as turbidity and particles from the water. This distribution partnership allows FOREFRONT to exclusively offer its customer base in Canada the entire Seccua product range.

An ISO 9001:2008 certified company, with manufacturing and R&D facilities located in Steingaden (Bavaria), Germany, Seccua GmbH manufactures their X-Spot, Virex Pro and Phoenix ultrafiltration water treatment systems to meet the regulatory requirements of most of Canada. Seccua systems include the intelligent features and functions for control and communication that are urgently needed by most Canadian provinces. Fully automatic rinsing, automatic integrity testing, remote access and control, and data logging are all standard features of Seccua's Virex Pro and Phoenix systems.



“We are pleased to have found an innovative and highly motivated technology company with Seccua Americas, which can provide completely new innovation to the Canadian market for water treatment”, Claudio Cinapri, President of Forefront, emphasizes. “Our relationship with Seccua is driving Forefront to nationwide expansion, in particular with dealers and suppliers of advanced water treatment equipment as well as wholesalers of original equipment manufactures (OEM’s)”

“This cooperation with Forefront will bring us great synergies – Forefront is intimately familiar with this segment of the Canadian water treatment market and we, as a technology leader, will provide our proprietary ultrafiltration water treatment systems to this rapidly growing market”, Dan Wyckoff, General Manager of Seccua Americas LLC, explains.

Background

Canada has the largest fresh water reserves in the world – roughly nine percent of the global supply. With an average consumption of 329 liters per person per day, the country also has some of the highest per capita water usage worldwide. The majority of this demand is covered by surface water. In order to effectively protect the resources, the federal government of Canada requires a multi-barrier approach for drinking water treatment, and mandates strict values for drinking water quality. Ultrafiltration (UF) will play an important role in the treatment process by removing turbidity, microorganisms and other contaminants.

Ultrafiltration (UF) is a relatively new technology in Canada and has been perceived by the consumer to be a luxury product, requiring expensive installation and ongoing maintenance. Seccua’s user-friendly ultrafiltration systems enable the removal of bacteria, viruses, parasites, and legionella as well as turbidity and particles from water in a very reliable and cost effective manner. It is a green technology, requiring no chemicals. Complete drinking water systems can even be powered by solar panels in areas where the power grid is not available.

Seccua at WQA / Aquatech: Visit us at booth #765



For additional information regarding Seccua, its products and services, please visit our website at www.seccua.com or contact:

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