

Getting Started with ProMoss™ on Your First Cooling Towers

The key to successfully onboarding any new product is getting key people in your organization to try it and see the results for themselves.

By: Gina Chavez, Chief Of Operations.

The key to new product adoption is getting key people in your organization to try it and see the results for themselves. The motivation to sell ProMoss™ easily follows – to existing customers and to customers you haven't been able to get appointments with in the past. You now have something TRULY NEW in an industry that has been using the same chemistries for decades. It is an exciting time – if you are comfortable being on the leading edge of industry change.

To begin, identify current customers where you already have an excellent working relationship, where decision makers are open to new products, where there is a system that has been a challenge, and ideally where 'sustainability' is more than a buzz word.

Choose a small cooling tower and plan to run a three month test. Unless very heavily scaled (from the other guy's water treatment program!), dose the basin + daily makeup water volume at 50 g/1000 gallons. This is the *monthly* dose. Choose a contact chamber that will fit the system – dimensions of cages and tanks are included in the product catalog.

How you handle chemical treatment during the test period depends on your goals and your appetite for perceived risk.

Your basic options are:

1. Keep chemical treatment status quo and add ProMoss™.* Observe results over three months.
2. Choose a percentage decrease of all chemical treatment and add ProMoss™. Observe results over the three months.
3. Remove chemical treatment** and add ProMoss™. Observe results over the three months.

Variations on these themes are common – start with 1, move to 2 and then move to 3 (or not!). Do what works for you, the system and the customer.

Be sure to place the contact chamber in an area with sufficient water flow, if using a cage. You need water motion through the ProMoss™ - but not so much that the ProMoss™ bags are forced out of the cage through the meshes. If using the tanks, remember that they only require 15 gpm flow – do not install in an area where it will interfere with sprayer function, and be sure it is installed in a side stream/bypass fashion – as you need to turn valves off and open the system monthly to change the ProMoss™. Lastly – BREAK UP THE PROMOSS™ prior to putting it in the contact chamber – this ensures maximal water-leaf interaction.



CONTACT A REPRESENTATIVE
TODAY:

13809 Industrial Park Blvd.

Plymouth, MN 55441 USA

(763) 398-0141 (877) 212-6493

(763) 551-2572 fax

www.cwsnaturally.com

Monitor the tower and measure the water parameters as you normally would, or increase the frequency of your visits to be sure you are on top of witnessing the changes taking place. Take photos at every visit so you can compare – the basin, media, trouble spots, etc. (See series of photos in the inset.)

In addition to changing the chemical treatment, also plan to increase cycles of concentration (gradually over three months as the system responds to ProMoss™ treatment) to recognize more water savings. Depending on your source water, even a small decrease in the conductivity that triggers blow down may result in very large water savings as ProMoss™ reduces ion content of the water.

Be prepared to disregard the LSI. As blasphemous as that sounds, the LSI just doesn't correlate with scaling or corrosivity in waters treated with ProMoss™.

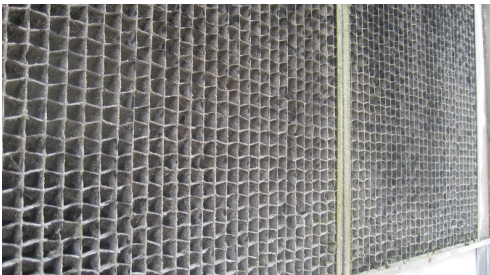
Also be prepared for a lot of crud to come out of the system. The basin may visually be in good shape, but you have many, many square feet of surface area in pipes, sprayers, and all the media that may be harboring scale and organic contamination. ProMoss™ treatment will work to remove that material over time and reduce its formation.

And most importantly, please be in touch during the testing process – we are here to answer questions, concerns and help you and your customers to understand and approach water treatment in a different way.

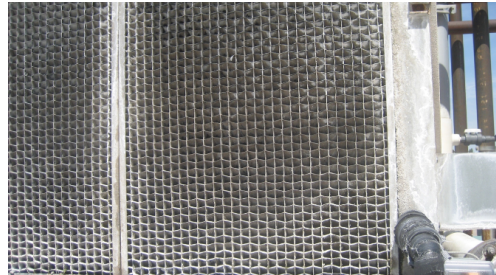
*Product compatibility – please contact CWS with the MSDS for products currently being used to get feedback on compatibility; glutaraldehyde and shocking that brings free available chlorine above 5.0 ppm (or bromine above 10 ppm) are not compatible, for example.

**Consider the risk of running a tower without biocide. ProMoss™ is NOT cidal. To make a tower 'chemical free' consider an ozone generator (like the FlowMark system www.flowmarkwater.com).

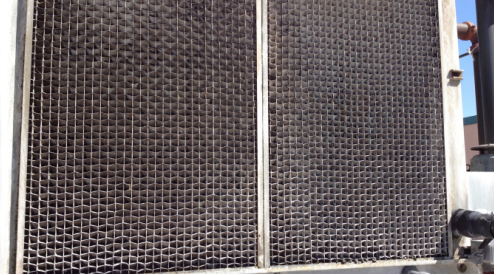
Before ProMoss™ treatment



One month after starting ProMoss™ treatment



Three months after starting ProMoss™ treatment



Taking photographs of the media is one way to show improvement in the cooling tower system over time. As seen here, over the course of three months, this 350 ton cooling tower in MN showed significant scale removal

CWS AT THE 4TH FINA WORLD AQUATICS CONVENTION

CWS' Co-Founder & Chief Scientific Officer, Vance Fiegel and Commercial Salesperson, Charity Whitman were in attendance at the 4th FINA World Aquatics Convention held December 3-5. This convention was held in conjunction with the FINA World Championships (25M) in Windsor, Ontario. The convention area was very busy, and Vance and Charity were able to discuss the benefits of The Moss with many delegates and coaches from all over the world. We are now looking forward to expanding into these new markets.

In addition, there were three FINA programs over the course of the three-day convention: the FINA Swimming Coaches Golden Clinic, the Aquatics Conference, and the FINA World Sports Medicine Conference. The sports medicine conference had a number of interesting topics, including a presentation demonstrating increased systemic inflammation in competitive swimmers training in chlorinated swimming pools with elevated disinfection byproduct levels. This paper adds to the growing body of evidence regarding the negative effects of exposure to disinfection byproducts in swimming pools and natatoriums. The use of The Moss can greatly reduce the disinfection byproducts in both pool water and in the air of the facility. This is an important benefit for your customers and for all patrons and staff of their facilities.