

## For Immediate Release

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## Severn Trent De Nora Announces Agreement for Distribution of BALPURE® Ballast Water Treatment System in Japan

*Taiko Kikai Industries Co. and Nisso Shoji Co. will market the BALPURE system, which is fast emerging as a preferred ballast water treatment solution globally.*

### FORT WASHINGTON, Pa. – 12 July 2011

Severn Trent De Nora has entered into a distribution agreement with a consortium of two Japanese firms to represent and promote the [BALPURE® ballast water treatment system](#) product line to the Japanese marine market. Japan is one of the world's largest shipbuilding countries, and the market opportunity for ballast water treatment systems is expected to surge between 2011 and 2016. The BALPURE system is a reliable and flexible electrolytic disinfection treatment solution that surpasses the most stringent ballast water discharge requirements with no adverse effects on the environment. Type approval has been finalized and is anticipated shortly.

The two Japanese firms that Severn Trent De Nora has partnered with are:

**Taiko Kikai Industries Co., Ltd**, a leading manufacturer of proprietary equipment for fluid technology including the design, production and sale of blowers, pumps, vacuum pump and environmental protection devices. The company also specializes in the application of ballast water pumps for the commercial marine sector.

**Nisso Shoji Co., Ltd**, a leading exporter, importer and marketer of organic and inorganic chemicals; eco-chemicals; brines; and other construction and hi-tech-oriented products.

According to Marwan Nesicolaci, vice president of international sales and business development for Severn Trent De Nora, "The anticipated increase in orders for bulk carrier, container and car carrier vessels in Japan over the next few years will lead to a significant market demand for ballast water treatment systems. It was important for us to find a partner who had a firm understanding of ballast water systems and who could also offer our clients with local sales, service and technical support. Nisso/Taiko is exactly that partner; they are strategically placed to position BALPURE as the preferred solution for treating ballast water in Japan. Our partnership holds great potential for business growth in the coming years."

As the market leader in the design and manufacture of electrolytic seawater disinfection systems, Severn Trent De Nora has applied its 35-plus years of marine equipment experience to the treatment of ballast water with the BALPURE system. Using a unique slip stream approach, the BALPURE system can be remotely mounted away from ballast lines. The system is most commonly supplied in six small, sub-assembly components. It can be installed in the



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most convenient location to suit vessel machinery, minimizing the relocation of other equipment or the need for engineering or ship re-designs. It features low power requirements – less than half of some competitive systems; low maintenance requirements; and simple operation. Accommodating ballast water treatment for vessels ranging from 500 to 20,000+ m<sup>3</sup>/h, the BALPURE system is especially advantageous for flow rates greater than 3,000 m<sup>3</sup>/h, as well as those with hazardous cargo areas.

#### **About Severn Trent De Nora, LLC**

Severn Trent De Nora, LLC ([www.severntrentdenora.com](http://www.severntrentdenora.com)) is a joint venture offering a solid foundation to support marine and offshore industrial water disinfection needs by drawing upon the strength and global resources of Severn Trent Services, Fort Washington, Pa. ([www.severntrentservices.com](http://www.severntrentservices.com)) and Gruppo De Nora, Milan, Italy ([www.denora.it](http://www.denora.it)). Severn Trent De Nora offers the benefits of enhanced technical solutions and a greater range of services by combining the seawater disinfection capabilities of both companies. Severn Trent De Nora offers products to serve marine wastewater treatment applications and the seawater disinfection needs for the following applications: power generation, desalination facilities, coastal industry, offshore oil and gas facilities, general marine, cruise vessel industry and navies worldwide.

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