

**ECOWATER**  
S Y S T E M S®



SINCE 1925.

## PRESS RELEASE

### **EcoWater Canada Receives Zerofootprint Certificate of Emissions Compliance for Water Treatment Products, an Industry First**

TORONTO, Nov 18, 2008 -EcoWater Canada is pleased to announce the successful completion of a detailed certification process in which the EcoWater product line received the Certificate of Emissions Compliance from Zerofootprint ([www.zerofootprint.net](http://www.zerofootprint.net)).

This very thorough analysis looked at the carbon footprint of the water softeners and Reverse Osmosis drinking systems from the entire manufacturing process to the final product delivery, determining the impact on the planet. EcoWater Canada will be purchasing carbon offsets to complete the loop and make the entire process carbon neutral.

Paul Godin, President of EcoWater Canada says, " We work continuously to minimize the impact of our products, processes and services on the environment and this Zerofootprint certification is one of a series of corporate initiatives that we have undertaken to build an environmentally sustainable business. Starting with the launch of our "Clean Water, Green Future(TM)" brand initiative and then introducing the first ever recycling program for Reverse Osmosis cartridges (for our water filtration systems), demonstrates our commitment to keep focused on lowering our environmental footprint".

Consumers are demanding eco-friendly products whether it's hybrid cars or more energy efficient appliances. The use of EcoWater products has many environmentally friendly benefits such as: less energy consumption due to lack of scale build-up in hot water heaters; less replacement or repairs of pipes, faucets and water using appliances; and less use of detergent and shampoos. In addition to these benefits, EcoWater chose to go through this process to make sure all the products were carbon neutral, so consumers can make a good decision for the household and for the planet.

"We applaud EcoWater's commitment to sustainability," said Ron Dembo, CEO, Zerofootprint. "Their decision to make EcoWater products carbon neutral makes them the first company in Canada to neutralize the greenhouse gas emissions from residential water treatment products."

EcoWater Canada is at the forefront of the water treatment industry using environmentally friendly manufacturing, combined with carbon offsets to ensure the entire product line has a soft touch on the planet.

#### **About EcoWater:**

An industry leader since 1925, EcoWater Systems has consistently offered its customers innovative, state-of-the-art technology, quality products and excellent post-installation service. EcoWater is the world's largest manufacturer of residential water treatment systems. You can trust EcoWater products and expertise to improve the quality of water in your home. EcoWater Systems is a member of The Marmon Group of companies, an international association of more than 100 autonomous manufacturing and service companies. Please visit the EcoWater Canada website at [www.ecowater.ca](http://www.ecowater.ca).

#### **About Zerofootprint:**

Zerofootprint is dedicated to a mass reduction in global environmental impact. It provides software and services to individuals, governments, universities, and corporations to measure and manage their carbon footprint and engage employees and citizens worldwide in combating climate change.

#### **For more information please contact:**

Alan McLaren, Infinity Communications Inc.

[alan@infinity-pr.com](mailto:alan@infinity-pr.com)

416-573-2307

877-257-5556