



Ion Enterprises Ltd.

Leading Innovators in Energy-Saving Water Treatment 2019

A long-standing company in the world of water treatment, Ion Enterprises continues to innovate and expand. With their focus on sustainable solutions that can be utilised everywhere, we thought we'd take a closer look and see just what they were doing that has made them such a success in this highly discerning sector.

Founded in England in 1960, Ion Enterprises has provided water treatment solutions for the market for almost thirty years. Thanks to their innovative and sustainable ScaleBuster and EnviroTower, the ScaleBuster has been applied into over 300,000 applications, with the EnviroTower fitted into more than 480 different situations. Many of these companies involved are well known names in the water treatment industry, this turnkey solution with excellent results. Now with distributors in Europe, North, Central and South America, the Middle East and Asia, Ion Enterprises looks set to try and do even better as it has its sights set on the future.

With environmental issues playing a major part in the way that companies are run, it's not surprising that leaders such as those on our board. This has lowered profits for these companies considerably, which is where Ion Enterprises comes in. As habits change, the demand for water treatment from the ScaleBuster and EnviroTower recently appeal to companies wary of spending an extortionate amount to make their processes environmentally safe. Already, these companies have seen a significant amount of investment over the last number of years. This investment comes from larger companies, global, European and North American as the business culture surrounding sustainable technology changes.

This sustainable approach has fuelled the company since its inception, but so has



the desire to offer customers the finest price possible. With savings found in all sorts of areas (including but not limited to water, energy, labour, chemicals and maintenance), the company has had the opportunity to grow and expand beyond its natural form to something bigger. Offering a number of different sizes and models of physical water treatment, the company has seen that ScaleBuster, there is almost certainly a solution that will suit nearly any customer. By looking in hazardous materials, it is possible to use less, and safer, chemicals in the product that can only benefit the customer and environment in the long run. Ion Enterprises risks itself on not offering a commodity for use, but a solution to a larger problem. Many of its customers do not understand the potential savings that can be made, or the money they are currently spending on their water treatment. At a conference centre in California, a customer was able to save nearly \$300,000 from their operational expenses using an EnviroTower.



when compared with the traditional chemical water treatment system. There was over 12% in energy savings, about 20% water, a 97% reduction in CO2 emissions, and a 30% annual labour to the system as well. Overall, savings can be as much as 15% of a cooling tower's OPEX, and there can be no doubt that these significant savings represent part of the Ion Enterprises technologies again.

The ScaleBuster technology can completely replace traditional chemical treatment of scale and corrosion in various water process systems. After installation of the ScaleBuster, limestone is mainly present in the form of impurities which is a relatively easy to settle out. This means that the ScaleBuster is compared to untreated calcite that can cause deterioration and damage in unprotected systems. It works by making the calcium ions precipitate out of the water, and then into suspension. When these particles reach the hot parts of the system, the tendency to adhere to surfaces is dramatically reduced.

The ScaleBuster protects equipment from potential limestone damage with relatively fast return on investment. The EnviroTower works in a similar way, designed around the ScaleBuster, which precipitates the calcium ions out of the water, and then into suspension to build clusters which grow larger as the water is recirculating through the ScaleBuster until they are removed from the water by a separation process. The EnviroTower system monitors the cooling systems water conductivity and controls the blow down while keeping the system scale-free. It also doses biocide as necessary, shocking the open circuit of the cooling tower once daily, as well as optional other chemicals.

In this way, the ScaleBuster and EnviroTower technologies can completely replace traditional chemical treatment of certain water systems. They provide control of scale and corrosion, and create an exceptionally clean system. In applications as EnviroTower (a patented water treatment for cooling systems as well as other applications), the ScaleBuster is the key component allowing for the physical removal of precipitated hardness, as well as corrosion protection. As stated above, the EnviroTower solution could represent a significant saving in the operating expense of a cooling tower.

The various markets that Ion Enterprises deal in we not surprise you. Operating in a number of different markets, the company's domestic sectors means that there is a broad range of applications to their products. Most of this work is handled by distributors who focus on their comfort zone essentially, but the company's global presence means that product became clear. Operating everywhere from powerplants on an industrial level to homeowners on a domestic level, the

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Enterprises is very much set on developing its hold on customers in Asia. While having been successful in the United States and America where they have been active for years, it is in this arena that growth looks set to happen. With the help of their distributors, Ion Enterprises can support customers in their own currency. This attitude has held true for many years, and will no doubt turn out to be a tremendous success in the Asian markets too.

The way in which Ion Enterprises works is remarkable, taking an idea and continuing to develop and grow it for ever greater profits. The company has a strong focus on the environment, and to customer welfare, the company have worked out an innovative solution to a problem, then worked to make it a commercial triumph. Not set to rest on their laurels, the company is currently exploring new areas of business in the middle-east and looking to secure success there as they have done across Europe and North America.

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EnviroTower

SCALEBUSTER

by **ION** Enterprises



ScaleBuster has a home everywhere, and this means that the market that Ion Enterprises is currently expanding to every property in the world.

Ion Enterprises has never done anything by halves. Even having the basic technology for its launch into North American cooling system applications under the trademark EnviroTower. This involved developing the 8th generation of ScaleBuster, which took but has in fact been totally redesigned on the needs. This sort of active approach to research and development looks set to continue into the future, especially since Ion