



**Sustainable & Sensible**

# **2009 MEDIA KIT**

**[www.vrtxtech.com](http://www.vrtxtech.com)**





## Company Overview and Factsheet

### Overview

VRTX™ Technologies, a Schertz, Texas-based fluid technology company, specializes in environmentally-friendly chemical free treatment of water used in cooling towers and evaporative condensers. The VRTX system relies on kinetic energy, hydrodynamic cavitation, and chemical equilibrium to control scale, corrosion, and bio-fouling without the hazards of chemical treatment. VRTX also minimizes corrosion and microbiological growth, reduces system operating costs, and conserves water and energy. Studies show that a typical VRTX-treated cooling tower system could see annual potable water savings of nearly 1 million gallons.

- VRTX is the only company to use controlled hydrodynamic cavitation to treat water in cooling towers and evaporative condensers.
- VRTX is currently saving customers over one billion gallons of water annually.
- VRTX has over 500 installations worldwide.
- VRTX provides potential to earn credits toward LEED customer status.
- VRTX is chemical-free, so the discharged water can be used for non-potable applications such as landscape irrigation or green roofs.
- VRTX was the first non-chemical cooling water treatment company to offer a fixed price for monthly service for a minimum of five years.
- VRTX eliminates the need for environmental safeguarding, chemical handling training and special permits, while also improving worker safety.

**Contact:** Abby Harris, Media Relations

**Phone:** (800)722-0476

**Email:** [Aharris@vrtxtech.com](mailto:Aharris@vrtxtech.com)

**Website:** [www.vrtxtech.com](http://www.vrtxtech.com)



**FOR IMMEDIATE RELEASE**

## **VRTX SIGNS REPRESENTATIVE AGREEMENT WITH CHEM-AQUA**

**Chem-Aqua Joins VRTX Representative Network for Chemical Free  
Water Treatment**

**SCHERTZ, Texas (March 16, 2009)** – VRTX™ Technologies, a water treatment company that specializes in chemical-free treatment for cooling towers and evaporative condensers, is pleased to announce it has reached a representative agreement with leading water treatment provider Chem-Aqua, Inc., a wholly-owned water treatment subsidiary of NCH Corporation.

VRTX signed the global agreement with Chem-Aqua to provide a non-chemical option for the increasing demand seen in the commercial, institutional and light industrial markets for sustainable alternatives in cooling water treatment. Chem-Aqua will offer world-wide sales and service for the VRTX system.

There are over 400,000 cooling towers already installed in the United States alone. Cooling towers and evaporative condensers are a major source for water consumption in a building, with 60% of non-agricultural water use in the United States being attributed to evaporative cooling. Customers already experiencing drought conditions, rising water costs and effluent restrictions are driving the market to find a sustainable and sensible treatment alternative that controls scale, corrosion and bacteria.

VRTX is the only commercial water treatment company utilizing controlled hydrodynamic cavitation to treat cooling water, and was the first non-chemical treatment to offer a successful service program at a fixed monthly price with guaranteed performance. Studies show an average VRTX customer can reduce water usage by up to 40 percent.

As a part of its Resourcefully Green™ initiatives program, Chem-Aqua added VRTX's non-chemical treatment to its mission of providing clean and effective water treatment technologies, processes and chemicals that help minimize energy and water usage while protecting people and the environment. Chem-Aqua joins over 50 other dedicated companies that currently represent VRTX on a non-exclusive basis.

"The marketplace is calling for more environmentally sustainable approaches, so it was only natural to work in conjunction with Chem-Aqua," said VRTX's Chief Executive Officer, David Nicholas. "Their focus on the total system for effective water treatment and steps toward sustainability make them a great representative for VRTX."

VRTX™ Technologies, a Schertz, Texas-based fluid technology company, specializes in environmentally-friendly chemical free treatment of water used in cooling towers and evaporative condensers. The VRTX system relies on kinetic energy, hydrodynamic cavitation, and chemical equilibrium to control scale, corrosion, and bio-fouling without the hazards of chemical treatment. VRTX also minimizes corrosion and microbiological growth, reduces system operating costs, and conserves water and energy. Studies show that a typical VRTX-treated cooling tower system could see annual potable water savings of nearly 1 million gallons.

###



**FOR IMMEDIATE RELEASE**

## **VRTX CEO BRIEFS CONGRESS ON CREATING GREEN JOBS**

**Wal-Mart Partners with Leading Companies to Discuss Sustainability**

**SCHERTZ, Texas (Jan. 27, 2009)** – VRTX Technologies' Chief Executive Officer, David Nicholas, was chosen as a member of an interactive panel of leading companies in today's clean and green technologies to identify key barriers to green job creation before legislators in Washington D.C. on Feb. 3<sup>rd</sup>.

The panel was chosen by Wal-Mart in partnership with the Natural Resources Defense Council (NRDC), the Environmental Defense Fund (EDF) and the Wal-Mart Green Jobs Council to brief member of Congress including Sen. Harry Reid and House of Representative Speaker Nancy Pelosi, their staff and various Congressional Committees on smarter technologies to increase competition, reduce costs and develop greener jobs.

Nicholas' message in regards to Reid's bill, the Cleaner Greener, Smarter America Act, is to focus on small and medium sized enterprises to lead in innovation and job creation. The bill calls for an improvement to the economy and security by reducing the dependence of the United States on foreign and unsustainable energy sources and the risks of global warming, and for other purposes.

"Job creation will likely evolve from the current framework of small to medium sized businesses in environmentally-related industries," said Nicholas. "Small companies are the real drivers of innovation and therefore, true job creators."

The trip to Washington D.C. is Nicholas' second to speak on behalf of small to medium businesses. Last year, he spoke with President George W. Bush on free trade and intellectual property enforcement concerns during a White House forum on international trade and investment.

VRTX™ Technologies, a Schertz, Texas-based fluid technology company, specializes in environmentally-friendly chemical free treatment of water used in cooling towers and evaporative condensers. The VRTX system relies on kinetic energy, hydrodynamic cavitation, and chemical equilibrium to control scale, corrosion, and bio-fouling without the hazards of chemical treatment. VRTX also minimizes corrosion and microbiological growth, reduces system operating costs, and conserves water and energy. Studies show that a typical VRTX-treated cooling tower system could see annual potable water savings of nearly 1 million gallons.

###