

August 2007

### Marcio Amazonas, Coca Cola Head of Global Water Standards visits Atlantium:

- "UV is an approved technology and Atlantium is an innovative delivery system that gives results above and beyond conventional technology"
- We are currently developing a scenario for Coke management on how they could remove all chemicals in water and beverages by using HOD and a variety of innovative technologies
- New orders from Coca Cola in Spain, Russia and US



### New installations:

- R50 DL Firewall application for a flow through configuration at a leading fish hatchery in China, to increase the fry survival rate
- PR20 Water sterilization application for a leading bottling company in Germany, to replace a water heat pasteurizer
- R200 DL Post-GAC application and ozone replacement, for a leading soft drinks processor in Germany
- Bio fouling reduction on pipes for a leading bottling company in Spain
- Firewall for a leading dairy company in Israel, for their cheese line
- R200 SL Post GAC application, for a leading bottling company in Russia, to replace a conventional UV system
- Post-GAC application for a leading soft drinks processor in Germany, to reduce chemical usage
- Post GAC application, for a leading bottling company in the USA, to replace a conventional UV system

**For more information, please contact your Sales Manager.**

### New partnership:

Atlantium and the Saur Group, one of France's leading providers of outsourced services for water and waste management authorities, have entered into a mutual project to develop advanced disinfection solutions for potable water and for waste water treatment plants. This will allow both companies to gain a larger share of the water technologies market which is a quarter of the world's growing water market, estimated at \$400 billion.

### New upcoming events:

- **Atlantium won the inaugural 2007 IFT Food Expo Innovation Award.** [The IFT Institute of Food Technologists/Food Expo Food Smarts Meeting and Expo](#), July 28 in Chicago, IL.
- [Aqua Nor – 2007](#), an international aquaculture event, August 14 in Trondheim, Norway.
- [World Congress on Ozone and Ultraviolet Technologies](#), starts August 27 in Los Angeles, USA. We are presenting 4 papers at this show! Our 3<sup>rd</sup> party validators are also presenting a paper on our reactor as an example of a unique reactor with superior measured dose distribution.
- [Cibus Tech 2007](#), Food Processing & Packaging Technology Exhibition, starts October 17 in Parma, Italy.
- The International Water Technologies and Environmental Control Exhibition and Conference - [WATEC 2007](#), starts October 30 in Tel Aviv, Israel.

### New personnel:



**Ron Eyal**  
VP Sales and Marketing



**Travis Tashjian**  
VP Sales for North America



**Giora Cameron**  
Sales Manager for France, Turkey & Bulgaria

### Atlantium in the news:

One company which has been tackling operational and maintenance costs is Atlantium, an Israeli-based enterprise which claims it can eliminate some of the drawbacks of traditional immersed UV systems with "out-of-the-water" UV lamps. The company's Hydro-Optic Disinfection (HOD) system places the UV source outside the feedwater, thus reducing heat-related fouling, whilst improving the uniformity of the light dose.

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