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## NEWS

**FOR IMMEDIATE RELEASE**

**CLIENT: Inversand Company**

### **Inversand USA Announces Availability of Its GreensandPlus™ Water Filtration Media For India** *Stocking Distributors Welcome*

Clayton, NJ USA - Inversand Company announced today that its GreensandPlus advanced water filtration media is now available for sale and distribution in India.

GreensandPlus is a major innovation in water filtration technology that provides all the benefits of manganese greensand – the industry standard for over 50 years -- plus delivers substantial new benefits that make the process much more efficient and cost-effective than other media on the market today.

Because of the high demand around the world for greater performance and cost-effectiveness in water filtration technology, Inversand has established a worldwide network of distributors that can deliver this advanced product anywhere in the world.

Aquatech India, a division of Aquatech Amsterdam is a leading venue for the introduction of GreensandPlus to the Indian market. It is one of the world's leading water exhibitions for process, drinking and wastewater.

Inversand will have a booth at this show on February 3<sup>rd</sup> – 5<sup>th</sup>, 2010. Please check the website [www.inversand.com](http://www.inversand.com) for the booth number and the latest information.

#### **A Giant Step in Water Filtration**

Like the original manganese, manganese greensand, GreensandPlus filtration process efficiently and economically removes iron, manganese, arsenic, radium, and hydrogen sulfide from municipal, industrial and point-of-use water supplies, as well as a host of other applications. It has the same effective size, uniformity coefficient, density, weight, backwash rate and pressure drop curves as manganese greensand. Therefore, it can be used as a direct replacement without making any changes to the operation of the filter system.

In addition, the advanced GreensandPlus technology provides further substantial benefits compared with manganese greensand. GreensandPlus uses a silica sand core, with the manganese dioxide coating fused to the core. By contrast, manganese greensand has a glauconite core, with the coating ionically bound to it.

(more)

## **Inversand USA Announces Availability of Its GreensandPlus™ {cont'd}**

The GreensandPlus silica sand core enables the media to better operate in waters that are low in silica, dissolved solids and total hardness. It can also withstand higher differential pressures than manganese greensand. Tolerance for higher pressure drop can provide for longer run times between backwashes and a greater margin of safety.

GreensandPlus is also more effective (no degradation) at higher operating temperatures (over 70 degrees F or 21 degrees C). GreensandPlus can also operate using only chlorine to regenerate the media. Potassium permanganate is not needed to condition or regenerate the media.

### **Multiple Operating and Financial Benefits**

Overall, GreensandPlus delivers these tangible benefits for the user:

- Substantial cost savings: Uses chlorine (or your choice of oxidant) instead of potassium permanganate required with most ordinary filtration media
- Higher capacity than many other media on the market today – making it more cost-effective.
- Operates well at higher flux rates than other media
- The harder GreensandPlus material is more resistant to breakdown
- GreensandPlus lowers iron and manganese to µg/L levels
- GreensandPlus is excellent for pretreatment to membrane systems
- Reduces SDI

And, GreensandPlus – unlike manganese greensand – is not dependent on the mining of glauconite, thus reducing production time and delivery time to customers.

### **Immediate Delivery Available Worldwide**

GreensandPlus is available for immediate delivery, worldwide, in super sacks 1 metric ton (2205 lbs) bulk; or 1/2 cu.ft. bags [44 lbs. (20 kg)] on pallets.

It is available for direct shipment around the world.

Inversand is looking for new stocking distributors to sell GreensandPlus in India and Asia.

For further information about GreensandPlus and manganese greensand, please contact Ms. Vivian Augustine, Inversand Company, PO Box 650, Clayton, NJ 08312, Tel 856-881-2345, or Fax: 856.881.6859. (email:vaugustine@inversand.com).

### **About Inversand Company**

Inversand Company, based in Clayton, New Jersey, with mining and production facilities in Sewell, New Jersey, has been producing filter media for water treatment since 1925. Manganese greensand is made from glauconite, a mineral formed millions of years ago in coastal areas. Inversand Company's glauconite mine located in Sewell, New Jersey, has been the location of numerous significant prehistoric fossil discoveries.

## **Inversand USA Announces Availability of Its GreensandPlus™ {cont'd}**

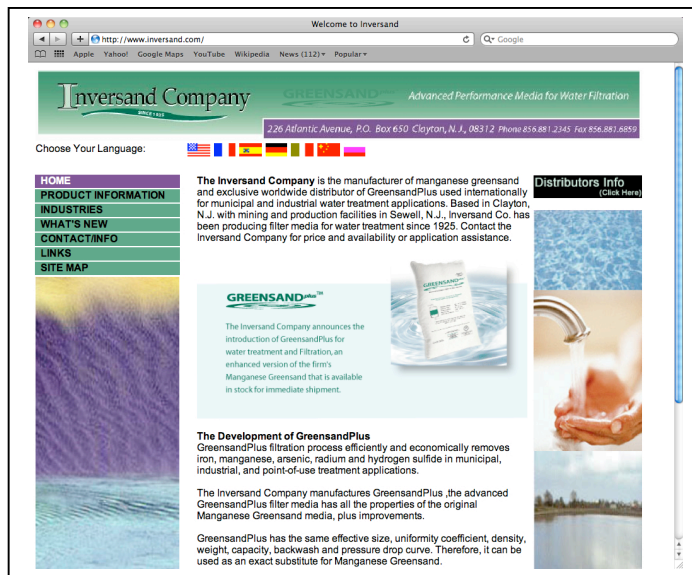
For more information, please contact Ms. Vivian Augustine at 856-881-2345. Fax: 856-881-6859. Email: [vaugustine@inversand.com](mailto:vaugustine@inversand.com), [www.inversand.com](http://www.inversand.com). To learn how you can join our stocking distributors for India—that serves the Point-of-Use/Point-of-Entry market-- in industrial, commercial and government water facilities, please contact us today.

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### **Caption:**

GreensandPlus is a major innovation in water filtration technology that provides all the benefits of manganese greensand – the industry standard for over 50 years -- plus delivers substantial new benefits that make the process much more efficient and cost-effective than other media on the market today. With GreensandPlus, no potassium permanganate is required; simply use chlorine or the oxidant of your choice.

GreensandPlus is available in 1 metric ton, (2005 lbs. bulk) super sacks; or 1/2 cu. ft., 44 lbs (20 kg.) bags on pallets.



**Electronic File Available Upon Request:**

**FOR PRESS INFORMATION ONLY, PLEASE CONTACT:**

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