

**Canon & Shea Associates, Inc.**  
39 West 32<sup>nd</sup> Street • 10 Floor • New York, NY 10001  
Tel: 212.564.8822 • Fax: 212.629.4335 • E-mail: [jeshea@canonshea.com](mailto:jeshea@canonshea.com) •  
web site: [www.canonshea.com](http://www.canonshea.com)

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## **As Demand Accelerates for Its More Advanced GreensandPlus™, Inversand Reduces Production of Manganese Greensand**

### ***Decision To Reduce Mine Production Impacted By Rising Costs, Including Environmental***

Clayton, NJ, October 30, 2007 – The Inversand Company, a leader in filter media for water treatment since 1925, is reducing production of its traditional, manganese greensand filtration media at its mine in Gloucester County, NJ, as of November, 2007. The production cutback is the result of both the escalating demand for its newer, and more advanced GreensandPlus™ product and the rising costs of producing manganese greensand, including environmental costs.

For more than half a century, manganese greensand, made from a naturally occurring product at the New Jersey mine site, has been a key water filtration media for water utilities and other water users. However, in the past three years, with the development and introduction of Inversand's GreensandPlus media, customers have been increasingly making the switch to this more durable product, and the overall demand for manganese greensand has been on the decline.

In addition, Inversand's ability to cost-effectively produce large quantities of manganese greensand has been severely hampered by the company's inability to comply with water use and waste water discharge restrictions.

### **Immediate Production Cutback**

Given these economic considerations, Inversand has decided to reduce the production of manganese greensand to a level which will keep the plant compliant with current New Jersey environmental regulations without having to make any additional expensive capital investments.

“At the new reduced level of production, the company will be able to supply its largest buyers of manganese greensand,” Alan Davis, President of Inversand Co., said. “All other customers are either already using GreensandPlus or will have switched over to it when production is reduced. Of course, given the superior benefits of GreensandPlus, we anticipate that even the large customers will eventually change over to the more advanced product.”

Over the past three years, GreensandPlus has been proven to perform equal to or better than manganese greensand. Since initial production problems were resolved, customers have been pleased with the performance of GreensandPlus, and they have been switching to the new product in accelerating numbers.

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### **As Demand Accelerates for Its More Advanced GreensandPlus™ (cont'd)**

In announcing the cutback in manganese greensand production, Davis continued, “We very much appreciate the loyalty of our many customers over the years. When demand for manganese greensand was high, our customers had to endure long lead times to obtain our product, and we thank them for their loyalty. Now, through our continuing R&D, we are able to offer to the marketplace an even better product, with timely shipment, at a competitive price. We are sure that they will be more than satisfied with the performance of GreensandPlus.”

#### **Availability of GreensandPlus**

GreensandPlus is stocked in Philadelphia and Western Ohio. Shipments can be made in a matter of days from stock. Truckload quantities can be shipped either from stock, or if time permits, it can be drop-shipped direct from Brazil at a reduced freight cost.

GreensandPlus is available in 1 metric ton (2205 lbs. bulk) super sacks; or ½ cu. ft., 44 lbs. (20 kg.) bags on pallets

Based in Clayton, N.J., with production facilities in Sewell, N.J., Inversand Co. has been producing filter media for water treatment since 1925.

For more information, please contact your local Inversand distributor; or Ms. Vivian Augustine (vaugustine@inversand.com), tel: 856-881-2345 or fax: 856-881-6859.

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