



Spring / Summer 2007

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Introducing our: National Sales Manager

Craig began his sales career within the hydraulic industry and then moved into the automotive sector before starting at Hydrotec (UK) Ltd nearly 3 years ago as Area Sales Manager for the North and Scotland.



Craig Milner

Hydrotec Review

Hydrotec UK has had a buoyant start to 2007 with the Sales team working hard to continue the positive results of the previous year.

A recent introduction into the range is a web based system designed to store all records relating to the legionella management of buildings. An addition that we are confident will maintain Hydrotec's reputation for offering a quality product that is at the forefront of the latest technology.

As a company we strive to constantly evolve as our customer and the market demands and as the first 6 months of 2007 started at a pace, all the signs promise that this progression will continue.

Responsible for leading the Sales force, he commented "I have been very lucky to inherit a dedicated and focused sales team who sell through product education and technical training. This has been helped with the development of our training room in High Wycombe, which allows our customers access to demonstration equipment such as chlorine dioxide and RO and the opportunity to understand the various water treatment technologies through CPD seminars".

Craig will also be working on strengthening the company's presence in key specification sectors and to expand the company's activities in other market areas. He said, "I believe that with the government's emphasis on improving low carbon technologies, high efficiency systems and renewable energies, Hydrotec has a product range that meets much of the criteria that the Specifier needs to endorse his targets".

As National Sales Manager Craig sees his role as varied and interesting and he is looking forward to new challenges over the coming year.

Hydrotec Ireland

This year has seen Hydrotec Ireland step out from under the UK's shadow and begin operating as a stand alone Irish company trading under the name 'Hydrotec Water Treatment Ltd'. The main contact is Adrian McCormack and he has 17 years experience in all aspects of water treatment gained in Ireland, UK and the Middle East markets.

He intends to offer Ireland national coverage providing support for key product lines such as the Hydromag, Hydropur, Hydronic, Hydromos, Hydrodos and the Hydrosolv. The latter product is a complete range of denitrification ground water treatment systems, often used for private water supplies and in the food processing industry.

Adrian commented that "In Ireland there has been a strong and continued support in chemical free & low maintenance approaches to water treatment, hence the continued success of the Hydromag & Hydropur in the commercial & institutional sectors".



Adrian McCormack

He also mentioned that he had recently been noticing an increasing interest from the industrial and residential markets. An example Adrian gave of a residential site is a large apartment development in the Midlands, County Laois, where a building company specified the Hydromag to protect the heat exchangers of instantaneous combi-boilers, where there is of course little or no water storage capacity.

Adrian is finding that the Hydromag is also being successfully used to replace salt softeners at remote locations where regular & on-going maintenance requirements were becoming increasingly problematic. In fact a government body in Ireland is specifying Hydromag units for this very application.

For further information on Hydrotec products in Ireland please contact Adrian McCormack on Tel / Fax: 021- 4919714 or Mobile: 087-0516141 or via Email: adrian@hydrotec.eu.com or watertreatment@hydrotec.eu.com

HYDROTEC *at your service..*

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Adrian Aylett
Technical Services Development
Manager

Services Review

The Hydrotec Services Department continues to grow from strength to strength and the last 6 months has seen many developments. The most notable being the provision of a training room equipped with a range of water treatment products that include chlorine dioxide and RO demonstration rigs.

The interest that the training room has generated means that CPD seminars are now held regularly at Hydrotec House, High Wycombe and these run alongside the seminars that continue to be held off site.

The Water Hygiene, Building Services and Chemical Treatment Service packages launched last year have proved to be extremely successful. Hydrotec are currently undertaking a number of Local Authority, Sports & Leisure and Care Home contracts. The work involved varies from Risk Assessments, Legionella control that is compliant to the L8 Code of Practice, Remedial works & Water hygiene services such as disinfection, acid de-scaling & trouble-shooting on problem sites.

To support these Service packages, Hydrotec has also in the last 6 months made an extensive investment into a Services Management System. The integration of this new software technology into the Services department will mean all of our customers will benefit from the highest level of service and support, unparalleled anywhere in the Water Treatment Industry.

For further information on any of the Services mentioned please contact: Maria Tel: 01494 796040.

Services Brochure

All of the Service packages information is included in this comprehensive Services Brochure:

1. Water Hygiene Services
 - Risk Assessments
 - Chlorination & Disinfection
 - Temperature & Biological Monitoring
2. Building Services
 - Pre-commission Cleaning
 - Biological & Chemical Analysis
 - Fault finding & Consultancy Services
3. Chemical Treatment Packages
 - Pre-commission Cleaning
 - Closed & Open Circuit Corrosion Inhibitors & Biocides



Meet the Services Team

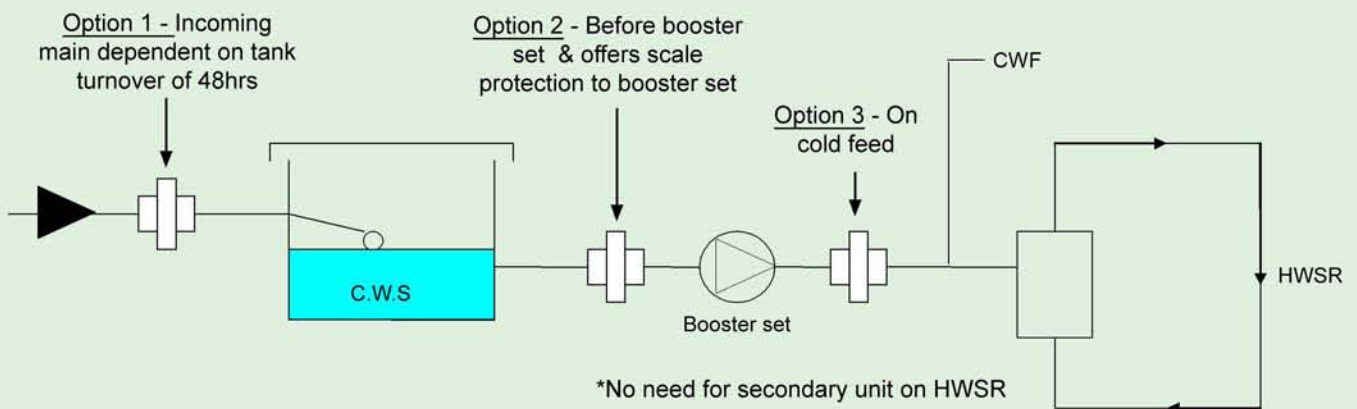
We are very proud of our Services Team because they combine industry experience, product knowledge, professionalism and cheerfulness at all times. In fact we like to think that they spread little rays of sunshine in all areas of their working day.

6'4" Mark originally trained as an electrician and has since gained many years experience as a Service Engineer in the Water Treatment Industry and in particular he has been involved with softener plants and swimming pools. Very much a family man, he has 5 children that keep him busy and when time allows he enjoys photography.

Eddie joined Hydrotec from the Water Hygiene Services Industry where he has been involved in biological sampling, chemical testing, chlorinating & disinfecting services. He keeps himself fit by playing for a local Hertford football team on Sundays and golf when the football season is over.

And last, but certainly not least is Maria who has years of experience in co-ordinating Customer Services with Technical Engineers. Outside work Maria enjoys socialising and the occasional retail therapy session.

Hydromag Installation Options



HYDROTEC Social & Case Studies

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Hydromag - The Champion Water Conditioner

Typically for the time of year when strawberries & cream and days sat in front of the TV watching Wimbledon beckon, spare a thought not just for the players battling against those difficult tennis shots, but also for 2 Hydromags working hard to keep limescale at bay.



The All England Lawn Tennis Club identified the potential problems that scale can cause and made the decision to specify hydromag units for the No.1 court stadium and for the Broadcourt Centre. Nearly 10 years later they continue to give maintenance free good service within those hallowed buildings of SW19.

Check out our Website



The Hydrotec website is an up to date and relevant website for today's water treatment requirements. Products and services together with a downloadable technical area, News Board and a comprehensive 'info Centre' with useful links to industry sites and reference sources are all there at a click: www.hydrotec.co.uk

Beetham Hilton Tower

Beetham Hilton Tower is the tallest residential building in the Northwest, standing at an incredible 171M high.

There are 48 storeys in total and the upper section of the tower comprises of 219 residential apartments.

A requirement for the safe sterilisation of water within this building was needed and 4 Hydropur ultraviolet units were specified for general disinfection without chemicals

Installed on to the incoming water supply of the residential plant room, the Hydropur units offer effective, economic and safe methods of disinfecting the Tower's hot water.



Golf at the Grove

A golf session was organised for Area Sales Manager, Ian Wedd as his prize for being Hydrotec's Employee of the Quarter. He invited 3 of his customers and they enjoyed a competitive and fun afternoon of golf on an unseasonably hot afternoon at 'The Grove' in Hertfordshire.

An evening meal at 'The Stables' restaurant followed, where Ian's wife Melanie and Hydrotec employee Sam Ely and his girlfriend Louise joined the golfers.



Moonwalk - One night for life!

The following diary extracts are taken from Kim, Hydrotec's Accounts lady & her 2 friends recent moonwalk, sponsored by Playtex in aid of breast cancer awareness:

Saturday 19 May - 7.30 pm. We've arrived ... oh my God! We lined up for the start with our space blankets and plastic bags over our heads. As the starting gun fires we are 'herded' through the start line cheered by a number of Elvis Presleys.

Having walked through lots of parks, we hit the Embankment on target. At Tower Bridge we crossed the river. It started getting late and cold!..13 miles..14 miles. WE ARE OVER HALFWAY! 17 miles ..The temperature had dropped and tiredness had really set in. We were now looking forward to the 20 miles point- It was a long 3 miles. Things looked up as we went through Westminster, the sun was coming up and blue sky. Slowly we thawed out and we were able to shed a few layers ... bras yet to be revealed.

The last few miles were really hard...200m to go. Thank God it's all over. Never ever again, having said that we are immensely proud. The sleep deprivation & cold are what really got to us.

Well done Kim & everybody who walked the Moonwalk, so far they have managed to raise £1,166.00 for 'Walk The Walk Worldwide'. If you would like to donate to Breast Cancer Awareness, please go to Kim's online fundraising page:

www.justgiving.com/marlowmums



Louisa, Kim & Andrea

HYDROTEC *The solution provider*

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MOD - Normandy Barracks Lime scale problem solved by Hydromag

Hydromag electromagnetic water conditioning systems have gone a long way to solve the long running problem of major scale build-up in MOD single living accommodation blocks, at Europe's premier Defence School of Transport & Logistics, Normandy Barracks, Leconfield, East Yorkshire.



The Hydromag underwent a successful 6-month trial that saw the disconnection and removal of previously fitted electronic scale computerised units and water softening units that had little or no effect on the levels of calcification and lime scale build-up that the site was experiencing.

Normandy Barracks water is taken from bore holes and has one of the highest levels of concentration of lime scale in the country, coming out at a total hardness of 356ppm and the calcium's hardness is 306ppm. When the pipe work system and equipment were checked at the end of the Hydromag trial, the build-up of hard lime scale had been virtually eliminated and water quality and water pressure had been greatly improved.

A site spokesman commented, "For many years we have spent a considerable part of our maintenance budgets on problems related to hardness of water, installing new pumps and fitting heat exchanger plates on all of our accommodation blocks without positive results. We had almost given up finding a solution to our lime scale problems until Hydrotec came along with the Hydromag".

He went on to say "Since the installation of the Hydromag trial unit in October last year, we have not had to return to de-scale the shower heads, or clear out the heat exchanger plates. To conclude, a very big thank you to Hydrotec for bringing very advanced technology to our site, we have had marvellous technical back up and support from the staff at Hydrotec".

To date 22 hydromag units, of various dimensions have been installed in 18 accommodation blocks and in the Junior Ranks Mess. The works were commissioned by Defence Facilities Management Market leader Carillion Enterprise and installed by MGB Services (Hull) Ltd. The site has now completed Phase 1 & 2 of a 3 phase programme. Further works will commence on data evaluation of the current programme.

Not to be missed! - CPD Seminars

We regularly run CPD seminars and they can be held either at the Hydrotec office in High Wycombe or at your premises.

We are currently covering the subjects listed below:

- Electromagnetic water conditioning - Scale control
- Water softening - Scale control
- Ultraviolet disinfecting - Bacteria control
- Chlorine dioxide - Bacteria control

For further information on these CPD seminars, or if you would like us to organise a bespoke presentation more suited to you and your colleagues please contact either your Area Sales Manager or Sylvia Tel. 01494 796040.



Meet the sales team:

Area Sales Managers

Sam Ely, M4 corridor, West Country & S.Wales
Mobile: 07940 954925

Ian Wedd - Senior ASM, Central London, Bucks, Herts, Beds & Northants
Mobile: 07764 453042

Mark Chajeki, Midlands & Central England
Mobile: 07712 135460

Ivan Brown, South-East England & London
EC2,3,4 postcodes Mobile: 07739 237482

Rob Cracknell, East England. London E & EC1 postcodes
Mobile: 07734 714819

Mark Tidswell, Northern England & North Wales
Mobile: 07711 756886

Rana Nazir - Senior Sales Executive
Services, Midlands & North
Mobile: 07734 714818

Gary Banham - Sales Executive,
Central South, South West
Mobile: 07801 529 087



Sam Ely

Meet the M4 Corridor & South West A.S.M

Sam Ely is no stranger to the company having now been promoted twice in 3 years, he originally worked in internal sales and then as an external Sales Executive supporting the Central & South-East Area Sales Managers.

With a Mechanical Engineering degree under his belt from Portsmouth University and his considerable product knowledge, Sam was the ideal candidate to become a Hydrotec Area Sales Manager. He said "I was pleased when the M4 & South West sales area became available and jumped at the opportunity to take on the new challenge".

Sam is currently busy introducing himself to all of his customers and when not out on the road you can find him underwater in swimming pools playing hockey for Slough.