Irrigation Water Technologies America Finalizes Exclusive Manufacturing and Distribution Agreement

Irrigation Water Technologies America, Inc. (IWTA) recently signed an exclusive agreement with Australia-based Irrigation Water Technologies (IWT) to manufacture and distribute the revolutionary water conserving KISSS product in North America.

Longmont, CO (PRWEB) March 17, 2011 -- Irrigation Water Technologies America, Inc. (IWTA) recently signed an exclusive agreement with Australia-based Irrigation Water Technologies (IWT) to manufacture and distribute the revolutionary water conserving KISSS product in North America. IWTA is the nation's exclusive provider of KISSS, short for Kapillary Irrigation Sub Surface Systems, which provides environmentally-friendly and water-saving irrigation options for sports fields, commercial turf, green roofs, horticulture, and agriculture as well as other applications. IWTA previously imported the product from IWT's Sydney manufacturing facility for sale throughout the United States.

"This new agreement allows IWTA to take a leap forward in responding to our customers needs and was therefore an easy business decision," Dave Hunter, President and CEO of IWTA, said. "Local manufacturing and control of U.S. distribution allows us to maintain quality control and flexibility in our product mix. It's a win for IWTA and a win for customers seeking innovative irrigation solutions that are made in America."

Mike Croy, IWTA'sVice President of Sales notes, "U.S. manufacturing also opens IWTA'saccess to work within military and federal markets, creates jobs for U.S. workers, reduces cost of goods sold by eliminating cross-ocean shipping, and frees up operating capital for additional projects."

The agreement, which took effect in January 2011, is effective for five-years with an automatic five-year renewal. IWTA retains the exclusive North American distribution rights negotiated with IWT in August 2010. Manufacturing is targeted to begin in March 2011 in Longmont, Colorado.

Through local manufacturing, IWTA will reduce the company's carbon footprint and increase the number of LEED® credits projects are able to qualify for when using KISSS products. LEED® credits can be earned by using U.S.-manufactured products in addition to credits that KISSS usage already earns for water-efficiency, assisting in the reduction of heat island effect, storm water control, and erosion control.

Additional terms of the agreement include KISSS brand-naming of IWTA products and services and joint product development and improvement opportunities. IWT CEO Steve Watt will also serve as an active member of the IWTA board of directors.

The KISSS system works by pulsing water through subsurface lateral irrigation lines to a geo-textile fabric which, using capillary action, disperses water into the soil just below the roots. The geo-textile fabric maintains moisture uniformity along its length and allows soil to absorb water as needed at a slower and more effective rate. The polypropylene backing on the fabric also mitigates the potential for water loss through downward percolation. With proper scheduling, KISSS will sustain an optimum soil water balance, eliminating the "feast or famine" soil moisture condition delivered by other systems. Fertilizers can be applied subsurface through the system to provide nutrients from beneath the surface. This solution uses less water when compared to traditional irrigation systems with less power, fertilizer, and other chemicals resulting in better turf and plant quality.

For more information on KISSS, visit online www.kisssusa.com.

Irrigation Water Technologies America, Inc. recently introduced a revolutionary, patented irrigation technology to the United States, Canada and Mexico. The KISSS system utilizes capillary action to deliver water directly to the root zone in turf, gardens, and trees. As a result, the system uses significantly less water than sprinklers and conventional drip irrigation, and wets more soil volume. In addition to using less water, the system makes it possible to add chemicals to the root zone only, eliminating run off and pollution from fertilizer. The KISSS system was used in the creation of state-of-the-art living roofs at the Target Center in Minneapolis and the William J. Clinton Presidential Library in Little Rock, Arkansas. The Clinton facility is the first presidential library to earn an award from the U.S. Green Committee for environmental design.

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