evandtec™ Cooling Water Treatment Systems Reduce Fresh & Easy Store's Water Consumption up to 50% Being Installed in 88 Existing Sites

Providing significant energy and water savings, evandtec’s new EnviroTower™ sustainable cooling water conditioning system is being incorporated into 88 existing Fresh & Easy Neighborhood Market stores.

(PRWEB) December 6, 2010 -- Having successfully completed the evaluation stage, evandtec’s new EnviroTower cooling water conditioning system has been chosen by Fresh & Easy Neighborhood Market, Inc., a Tesco Company, to reduce water consumption in their stores up to 50%, a significant increase in cooling tower efficiency. The cooling water treatment system from evandtec, Inc. will be incorporated into all 88 existing Fresh & Easy™ stores across California, Nevada and Arizona. The environmentally safe, sustainable water conditioning system has already been installed in 20 existing Fresh & Easy™ locations and 22 other new stores.

evandtec’s cooling water conditioning system provides a more reliable, efficient and environmentally sustainable alternative to traditional chemical water treatment used for institutional and commercial market sector refrigeration and air conditioning cooling systems. The innovative process monitoring system and patented electrostatic water treatment technology are designed for cooling tower applications at an enterprise level.

“All of us at evandtec are excited to see this evaluation stage of our technology proven effective in the food retail environment once again, just as it has been in larger commercial and institutional applications,” said Paul Wickberg, evandtec CEO. “Our technology solutions save retailers a significant amount of water and energy, as up to 50% of a food retail facility’s energy use and 80% of the water consumption is from the refrigeration and cooling system. Fresh & Easy’s decision to move forward with our water conditioning technology is a testimony to their commitment to the environment, and given the scale of this roll-out, it should have a significant positive impact on critical water resources in this region.”

Fresh & Easy™ stores already use 30% less energy than a typical supermarket on average, and currently the company’s refrigeration systems use roughly 850,000 gallons of water per year. Environmentally responsible energy and water usage reduction has been a major goal for Fresh & Easy™. With the installation of the evandtec cooling tower water treatment and monitoring system, that usage drops to less than 600,000 gallons per year, or more than 250,000 gallons saved. Similar refrigeration systems in conventional supermarkets may use two to three million gallons of water per year.

“Incorporating evandtec’s technology into our stores is a way to help us save money so we can keep our prices low for our customers,” says Steve Hagen, Fresh & Easy™ Director of Procurement and Engineering. “It also makes sense as part of our commitment to the environment. Conserving water is a critical issue in California, Nevada and Arizona, and we’re happy to play our part in reducing our consumption of this valuable and limited resource.”

Because evandtec’s EnviroTower system dramatically reduces fresh water use through a physical water conditioning system, it also decreases the amount of water that would otherwise be chemically treated and
discharged to municipal sewage. And by keeping the water in the system clean and reducing harmful buildup, evandtec also improves energy efficiency, lowering the amount of energy used on refrigeration air conditioning by up to 15 percent. This means that Fresh & Easy™ and other organizations that implement this system can protect the environment while saving their customers money.

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About evandtec™, Inc:

evandtec is a clean technology company and a pioneer in environmentally sustainable water technologies. It serves commercial, institutional and industrial markets, including office buildings, hotels, hospitals, educational institutions, government buildings, municipal water systems as well as retail, food, beverage and manufacturing facilities. The company’s EnviroTower™ water conditioning system is a proven, reliable, sustainable and technically advanced cooling tower efficiency solution for treating open water loops in commercial cooling towers and evaporative condensers. Replacing traditional chemical treatment, the patented system provides control of scale, corrosion, potentially dangerous bacteria and other factors to create an exceptionally clean system that reduces energy and water consumption, while eliminating toxic water discharge to improve and protect our environment. Ion Enterprises, an evandtec subsidiary, manufactures and distributes an Ion Calcite precipitator, the Ion Scalebuster® (ISB®) which provides core scale reducing technology in evandtec’s water conditioning systems. It is also being installed into an ever expanding array of applications from municipal water systems to virtually anywhere water scale is an issue. Our distribution network in Europe and Asia supports those applications outside of North America. evandtec’s newest innovation, the Sustainable Water Management (SWM) system, provides enterprise facility managers and other users an unparalleled level of system status visibility, data collection and control, via the internet to the desktops of multi-site building managers and sustainability executives. All of evandtec’s systems are supported by a comprehensive service program to ensure that customers receive the maximum return on their water system investments. Details about evandtec’s innovative sustainable water technologies can be found at evandtec.com.

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About Fresh & Easy™ Neighborhood Market, Inc:

Fresh & Easy™ - a Tesco Company, operates more than 150 stores in California, Arizona and Nevada. In addition to wholesome, fresh prepared meals, meats and produce, the grocer’s popular fresh & easy™ brand products contain no artificial colors, flavors or added trans fats and use preservatives only when absolutely necessary. Fresh & Easy™ uses ultra low-energy LED lighting in external signs and freezer cases and advanced energy efficient refrigeration and freezer equipment. The company also offers customer recycling in every store and recycles or reuses all of its display packaging, sending the majority back to its distribution center’s on-site recycling facility. Fresh & Easy™ opened its first LEED (Leadership in Energy and Environmental Design) Gold certified store last year and is a pilot member of the LEED Volume Certification Program, demonstrating its commitment to building sustainable buildings. The company has also voluntarily joined the California

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Climate Action Registry and The Climate Registry to disclose its greenhouse gas emissions. At its distribution center in Riverside, CA, the company invested $13 million in a solar roof installation, which at 500,000 square feet is one of California’s largest. More information about Fresh & Easy™ can be found at freshandeasy.com, on Twitter and on Facebook.

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