



Jonathan Gur
President and CEO



Ensuring Sustainable Water Treatment Solutions by Busting the Potential Risks

ION Enterprises Ltd. has been trading since 1990, manufacturing a range of environmental water treatment devices under the trademark ScaleBuster®. Over the years, with over 300,000 installations, many well-known global companies have installed this technology to receive excellent results.

ScaleBuster is a Physical Water Conditioning technology, based on Electro-Static principles. Once it is installed into the system, the hardness, caused typically by calcium and magnesium, is precipitated into suspension and these particles remain within the flow of the water. These particles do not adhere to the surfaces while reaching the hot parts of the system. Limestone present in the form of aragonite is a catalyst for deterioration and damage in unprotected systems. Hence, the ScaleBuster technology protects the equipment from potential limestone damage and corrosion without

chemicals, energy, maintenance, and other operational expenditures. Thus, using this technology can provide a relatively faster return on investment compared to other traditional technologies.

Water Conditioning for all Sectors

ION Enterprises developed several generations of the ScaleBuster water conditioning technology, adding new models to answer the needs recognized in the ever-changing market. The company and its main distributors are active in the domestic, commercial, industrial, and municipal sectors, supplying the right ScaleBuster model for all the applications. The company's customers believe that ScaleBuster is essential all pipes carrying water into a specific system (as manufacturing, HVAC, or other processes).

A Captain with Expertise Innovating the Space

ION Enterprises is led by Jonathan

Gur, President and Chief Executive Officer of the group managing both the Canadian (ION Enterprises Inc.) and the UK (ION Enterprises Ltd.) companies. Jonathan has been a part of the group executive team since 2011 until he took up the current position in 2015. Being active in the water treatment sector for over 30 years, Jonathan has hands-on experience in holding management and executive positions with some global companies including Degremont Technologies, Blue-Green Environmental Technologies, Newterra, and others. A graduate in M.Sc. Engineering, from Brunel University, London, Jonathan has powered the company with a creative mind and strived towards ensuring efficiency and productivity without compromising safety and health standards.

Unique Solutions to Beat the Challenges

Water, in general, brings scale and corrosion challenges. Hence,

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A happy customer isn't someone who says they are happy. For me, a happy customer is someone who returns and places another order after being happy with whatever we have supplied them before.

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● Jonathan Gur

ION ENTERPRISES

ignoring these might not be the smartest decision. Sustainable technologies like ScaleBuster, are receiving increased investment from Global and local companies as business culture adapts to the new trend. Many customers take advantage of the ScaleBuster technology along with the free-of-charge engineering support behind the technology. Ion Enterprises offer engineering advice for the better use of ScaleBuster solution for various challenges in general water treatment, water processing (as cooling molds in plastic injection industry), HVAC (either closed circuits or cooling-tower based), irrigation (from greenhouses to golf courses), municipal water supply networks and more. As an industry leader with a high rate of returning customers, it is not a surprise that many new customers choose ScaleBuster over traditional water treatment options.

Ground Tested Self-Cleaning Water Conditioner

Rather than preventing precipitation of salts, ScaleBuster's physical water conditioner works using a proprietary mechanism, which forces the precipitation of these salts. Crystals nucleate with non-binding geometry pass through the water system with minimal adhesion to the surfaces. Further, water becomes more aggressive (undersaturated) and gently "eats" the existing limescale since it is a perfect solute. The self-cleaning electrostatic conditioner in ScaleBuster operates without electrical power and has no moving components. The electrostatic water conditioner uses the characteristics of the dielectric and metallic materials of construction and the hydraulic

conditions present during the operation to temporarily disturb the carbonate/bicarbonate equilibrium reactions and force the precipitation of calcium carbonate crystals in the water.

All of these unique lab-approved factors have led to the sale of over 300,000 units of ScaleBuster in over 30 years among a diverse set of field conditions and with a significant number of commercial installations.

Globally Recognized with an Ardent Customer Following

Ion Enterprises and ScaleBuster have won many awards including the Energy-Saving Water Treatment Award by Corporate Vision UK, 2019, Efficient Solution by Solar Impulse Foundation, Switzerland 2019, and more. It has also been recognized as one of the 50 Leading Technological Companies by Silicone Review in 2020. The high rate of returning customers, customers' feedback, and a group of loyal customers with trust has been a great recognition for the company.

The fact that some skeptic customers in the initial stages had become the best references after the experience with the solution has added to the value of Ion Enterprises.

Strict bodies like WRAS (UK), GSTÜV (Germany), IAPMO R/T (USA) as well as other local drinking water certification systems in France, Poland, and other countries, certify all ScaleBuster conditioners.

Good Technology vs Big Pockets

According to the company, there are two ways of growing. One is to

acquire other companies or technologies and incorporate them, and the other is to grow the market share slowly but with good technology and good customer service as Ion Enterprises have done for many years. The company reveals that it is hard to stand against competitors who are part of multi-billion dollar corporations, but the company's well-proven technologies, flexible engineering solutions, caring customer service usually wins, and many happy customers can testify to this statement.

Competing Ahead by Embracing the Challenges

Ion Enterprises with ScaleBuster and EnviroTower has been serving as an industry leader for many years and the company has invested a lot in both R&D and business development to keep this position. With a strong presence in Europe, the Americas (North, Central, and South), Middle East, and the Far East, the company is on a journey to developing new markets and investing in introducing the technologies and solutions in all territories. The company states that developing new models to answer all customers' needs, expanding the territories with new distributors who can serve their local customers, and learning the local challenges to support the customers' needs, keep the company's competitive advantage in the market for the benefit of the customers and distributors alike.