



Exclusive California Hotel Reduces Operating Costs using Innovative Technology to Treat Cooling Water

BACKGROUND DISCUSSION

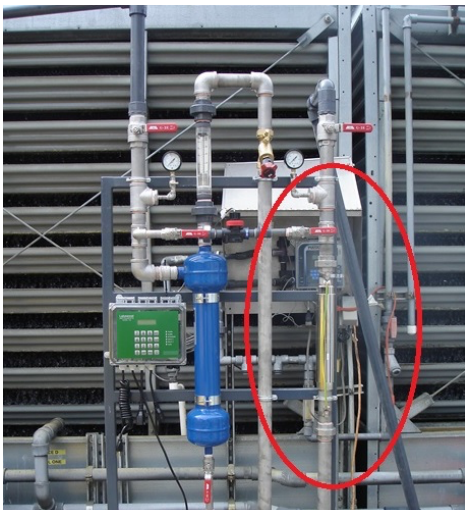
One of the largest REIT's in North America consisting primarily of upscale hotels utilizing a variety of well known, prestigious names was looking to not only to qualify for LEED certification programs but also lower their rising utility costs in the process.

In addition, the organization was looking to adequately address the inconsistent results that they experienced across their portfolio of holdings.

PATH TO SUCCESS

Site visits and meetings were the first step in evaluating each location to assess the current water treatment performance on the cooling tower systems. These assessments included visual inspections, thorough microbiological testing, multi metal corrosion monitoring and historical system control strategies.

During the numerous visits that took place it was noted that many of the facilities encountered performance problems linked to inconsistent control over the incumbent water treatment program resulting in poor performance and consequently increased operating costs.



VALUE IN ACTION

Following the positive results at an alternate location another EnviroTower system was implemented to fully take advantage of the numerous features and benefits that the technology had to offer.

Once again to ensure the success of the program, regular service visits, operator training and remote monitoring were part of the support package. However, the strongest feature of the product was based on the fact that energy costs were reduced by 9% and water costs reduced by 24% resulting in an ROI of only 1.4 years for the investment. Cost savings would continue to be realized each and every year after implementation.

The organization is so pleased with the performance of the technology coupled with the payback period that a corporate agreement has been implemented across the entire portfolio of properties.

EnviroTower, a clean technology industry leader, provides a proven, reliable solution for maximizing energy and water efficiencies while minimizing environmental impacts of cooling towers. The company enables commercial, institutional and industrial customers to drive down their energy and water costs through a clean, comprehensive water treatment system that delivers consistent, measurable results. See www.scalebuster.com/envirotower