

**ASX RELEASE**

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### **Update on Waterco's Hydroxypure system**

International water treatment and swimming pool equipment manufacturer and distributor Waterco Ltd (ASX: WAT) has today announced an update on its new Hydroxypure, chlorine-free water treatment system.

Hydroxypure was launched onto the Australian market in December 2013, after it was initially delayed by electrical approvals in Australia. In 2014 the focus will be on increasing the system's market share in Australia and New Zealand, and marketing the system to China and Malaysia and to the European market in FY15.

To date, initial sales have been modest due to Hydroxypure's late release in mid-December; they are running at approximately \$100,000, with a sales forecast for FY15 of approximately \$2.5 million.

Research work has continued on improving the Hydroxypure system, and to date around \$500,000 has been invested in research and development, including ongoing development expenses.

This work has been rewarding, as in FY13 the Hydroxypure system was granted an Australian Innovation Patent. Waterco has applied for global patents for this system.

Closely linked to the Hydroxypure System is Waterco's award-winning MultiCyclone. The MultiCyclone centrifugal filter will improve Hydroxypure's ability to absorb ozone, thus enhancing its performance. This combination has been granted an Australian Innovation Patent and global patent applications have been submitted.

#### **About Waterco Ltd – [www.waterco.com](http://www.waterco.com)**

Established in 1981 and listed on the ASX in 1989, Waterco (ASX: WAT) manufactures and distributes a diverse range of products for the international swimming pool and water treatment markets. Waterco is also the franchisor of Swimart, Australia and New Zealand's largest network of pool and spa retail outlets, and is also the distributor of Zane Pool Heating solutions via a network of Australian dealerships.

Waterco delivers high quality, innovative products at exceptional value in over 40 countries. This includes a comprehensive range of swimming pool & spa equipment and chemicals as well as domestic and industrial water treatment equipment. The company's head office is in Sydney, Australia with international offices, manufacturing plants and warehouses located in Australia, New Zealand, Malaysia, Indonesia, Singapore, China, US, Canada, France and the UK.

#### **For further information, please contact:**

**Soon Sinn Goh – CEO Waterco Ltd**  
612 9898 8600

**Lisa Llewellyn – Principal, Llewellyn Communications**  
0419 401 362