



## PRESS RELEASE

### NEW GE ADVANCED COOLING SOLUTION INTRODUCES DIRECT POLYMER MONITORING AND ECOMAGINATION TREATMENT CHEMISTRIES

*FULLY INTEGRATED SOLUTION AUTOMATICALLY RESPONDS TO SYSTEM UPSETS TO LOWER WATER USAGE, PROTECT AGAINST CORROSION, AND REDUCE TOTAL COST OF OWNERSHIP.*

#### FOR IMMEDIATE RELEASE

**TREVOSE, PA, USA** (October 29, 2008) – Continuing a decades-long heritage of innovation and leadership in cooling water technology, GE today announces its new [Advanced Cooling Solution](#). The comprehensive package introduces smart control systems, environmentally sensitive treatment chemistries, and wireless communications that automatically detect and instantly respond to upsets or water quality variations in recirculating cooling systems. Incorporating a fully integrated suite of GE monitoring equipment and chemistries, the Advanced Cooling Solution makes immediate adjustments to treatment polymers; optimizing system performance, reducing water consumption, protecting valuable cooling systems from corrosion, and lowering total cost of ownership.

Designed for simple operation and rapid deployment, the Advanced Cooling Solution can be fully installed and functioning within a matter of hours—eliminating the lengthy downtime and high costs that can be associated with startup procedures. This next generation, environmentally sensitive solution combines [TrueSense\\*](#) direct polymer monitoring, [GenGard\\*](#) chemistry—an [ecomagination](#) product—and wireless communications, to ensure cooling systems are consistently operating with the optimum level of treatment chemicals and using water in the most efficient manner.

“GE’s Advanced Cooling Solution controls cooling systems with greater efficiency, reliability and predictability, bringing our customers the lowest total cost of ownership for the treatment program and cooling assets,” said Chris Farrell, Advanced Solutions Product Manager, GE Water & Process Technologies. “The system automatically responds to changes in water quality, tightening control without operator intervention. Swings in pH, high iron levels, clarifier carryover, and increased suspended solids loadings are all quickly detected and corrected with the Advanced Cooling Solution.”

GE’s GenGard chemistry provides further environmental benefits to the Advanced Cooling Solution. Containing no heavy metal tracer and incorporating a halogen resistant azole, GenGard greatly limits corrosion and the accumulation of metal ions in cooling water that is discharged to the environment. GenGard’s resistance to halogen-based oxidizing biocides, such as chlorine, also helps to limit the usage of biocides, further reducing operational costs and improving corrosion protection.

With the addition of [GE’s filtration technologies](#) the Advanced Cooling Solution can also treat lower quality brackish or surface water sources and even recycled wastewater to a standard suitable for makeup water needs. In water scarce regions, this can be a critical process to conserve high quality potable water supplies and maximize cooling system up time.

GE brings over 80 years of experience in the development, design and engineering of water treatment technology and systems for industrial and commercial cooling systems in sectors such as steel, power, refining, chemical processing, food and beverage, microelectronics, and healthcare.

Many of the advancements in GE's broad product portfolio are developed in cooperation with [GE Global Research](#), the technology development arm for GE and one of the world's largest and most diversified industrial research labs. GE researchers provide strong expertise in chemistry/materials research, process development and system design to support GE's water technology platform. The chemical technology team at GE Global Research's China Technology Center in Shanghai was instrumental in supporting the discovery of the unique detection chemistry that is fundamental to the Advanced Cooling Solution.

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### **About GE**

GE is a diversified global infrastructure, finance and media company that is built to meet essential world needs. From energy, water, transportation and health to access to money and information, GE serves customers in more than 100 countries and employs more than 300,000 people worldwide. For more information, visit the company's Web site at <http://www.ge.com>. GE is Imagination at Work.

### **About GE Water & Process Technologies**

GE Water & Process Technologies offers the broadest portfolio of global expertise and local capabilities. We invest in forward looking water and process technologies, leveraging the best practices of GE's ecomagination, to help customers balance environmental and economic goals. Our innovative team develops unique partnerships and delivers reliable, long-term solutions for communities, governments and industries that maximize water and energy resources.

[www.ge.com/water](http://www.ge.com/water).

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