



# Engaging the Industrial Customer

## Focus from the Board Room... ...to the Boiler Room

### IMPLEMENTING WATER EFFICIENCY PROJECTS

#### 1) Those who make the decisions



#### Executive Officers

#### What do they care about?

- Partnership Opportunities
- Positive Attention/Media
- Sustainability Initiatives
- Return on Investment
- Staff Commitment
- Product Integrity

#### 2) Those who pay for the decisions



#### Financial Officers

#### What do they care about?

- Capital versus Operating Costs
- Maintaining Operating Costs
- Return on Investment

#### 3) Those who make the projects work



#### Operators & Engineers

#### What do they care about?

- Water Quality
- Product Integrity
- Proven Technology
- Management Support
- Regulatory Compliance

### Successful Industrial Customer Engagement

Company Name	Annual Savings Projected	Type of Project
ALCOA FASTENING SYSTEMS	<b>6 ACRE FEET (AF)</b>	Conductivity Control
BLUE CREATIONS	<b>12 AF</b>	Ozone Treatment System
COAST PLATING	<b>14 AF</b>	Deionization Treatment System
CUSTOM FOOD PRODUCTS	<b>20 AF</b>	Once-through Cooling Conversion
LEKOS DYE & FINISHING	<b>129 AF</b>	Dye Wash Treatment & Recycling System

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