

**PRESS RELEASE**  
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## **H<sub>2</sub>O Innovation: Professional Water Technologies™ introduces its new logo and corporate image**

**Quebec City, August 27, 2015** – (TSX-V: HEO) – H<sub>2</sub>O Innovation Inc. (“H<sub>2</sub>O Innovation”) wishes to make an update on the activities of its specialty chemicals business sector known as Professional Water Technologies™ (“PWT” or the “Company”). PWT, a specialist in membrane filtration chemicals and membrane forensics services, is proud to present today its new logo and corporate image.



The well-known blue logo had been the same since 1997. It is simple, relates to the water industry with its blue colour and has a touch of chemistry with the presence of the water molecule. However in order to better represent what and who PWT is now, a new logo and corporate image is being revealed today. The new logo uses the colour green which is rarely seen in the water industry but is relevant to PWT as it represents the eco-friendly side of its chemicals and business. PWT’s antiscalants are phosphate free and are highly concentrated to reduce shipping fees. The name, Professional Water Technologies, was shortened to PWT as this is how the industry and large client base has come to know the Company. Water is not forgotten in this logo! It is subtly represented by the wave in the W and its link to the T. Finally, the most important aspect of the Company’s business, chemistry, is presented in the green figure with a nod to the water molecule used in the previous logo. Put together, these graphic elements create a logo that clearly stands out from its competitors with bold colours and shapes. This new logo is a more current representation of the dynamic attitude and progressive knowledge of PWT.

Though its image is changing, PWT will continue to offer specialty chemicals of high quality, with exceptional customer service, and continue to work on a pipeline of new products or to improve existing ones, all to ensure complete client satisfaction. “PWT has become a leader in specialty chemicals for membrane systems. Our efforts are concentrated on providing quality products and services that keep us at the forefront of the market. All these efforts needed to be simply communicated through our corporate image. It is this exact desire that led to the PWT’s rebranding and new tag line, “Forward thinking chemistry”. With this new corporate image, PWT is now properly represented”, **said Gregory Madden, Vice President Specialty Products & Services at PWT.**

### **About PWT**

PWT develops, manufactures and markets specialty chemicals for municipal and industrial nanofiltration (“NF”) and reverse osmosis (“RO”) membrane systems. Its environmentally friendly phosphate-free super-concentrated antiscalants are eleven times more concentrated than standard antiscalants, reducing shipping/handling costs by 90% and reducing drum disposal requirements. With a complete line of NF and RO pretreatment and maintenance products, comprehensive analytical and technical capabilities, and an innovative research and development group, PWT offers solutions to maximize the efficiency and economics of membrane systems operations.

### **About H<sub>2</sub>O Innovation**

H<sub>2</sub>O Innovation designs and provides state-of-the-art, custom-built, and integrated water treatment solutions based on membrane filtration technology for municipal, energy and natural resources end-users. Also, directly and through its affiliates, H<sub>2</sub>O Innovation provides services and products complementary to its membrane filtration and reverse osmosis systems. These products consist of a complete line of specialty chemicals, consumables and couplings. For more, visit [www.h2oinnovation.com](http://www.h2oinnovation.com).

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### **Sources :**

H<sub>2</sub>O Innovation Inc.  
[www.h2oinnovation.com](http://www.h2oinnovation.com)

PWT  
[www.pwtchemicals.com](http://www.pwtchemicals.com)

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