



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

WaterHub® at Reynold, a Significant Water Recycling Milestone

Winston-Salem, North Carolina, April 23, 2025 – H₂O Innovation Inc. (“H₂O Innovation” or the “Corporation”) is proud to announce the official opening, on April 22nd, of the WaterHub® facility at the Reynolds Operations Center in Tobaccoville, a groundbreaking advancement in industrial water recycling and sustainability. This milestone reflects our shared commitment with Reynolds to revolutionize water stewardship by enabling the recycling of over 60 million gallons of water annually. Through this innovative approach, Reynolds will achieve approximately a 40% reduction in water withdrawn and more than 90% decrease in wastewater discharge, setting a new industry benchmark for reducing water footprints.

The WaterHub® facility spans 5,000 square feet and integrates a wastewater intercept and lift station to capture and redirect wastewater flows, along with over 2,500 linear feet of underground piping that seamlessly connects with existing infrastructure. The facility’s design combines natural treatment processes—microbiology and plants—with advanced membrane filtration and disinfection technologies. This hybrid approach minimizes energy consumption, biosolid production, and odor, all within a compact footprint. Unlike traditional wastewater plants, which are often isolated from public view, the WaterHub®’s special architectural features, including a two-story greenhouse, allow it to blend harmoniously near public spaces, fostering community engagement and pride in sustainable water management.

The surrounding site will also serve as a sustainability showcase for the organization and will include a 1,300-square-foot native garden with over 400 plants of 24 different species to promote biodiversity, multiple sustainable technology installations. Moreover, reclaimed water treated by the facility will be used to irrigate the garden.

By adopting the WaterHub®, Reynolds is significantly reducing its dependence on potable water for factory operations, complementing the global BAT Group’s efforts to optimize water use and lower environmental impacts. This facility exemplifies how industrial operations can thrive while respecting and preserving the planet’s most vital resource.

“Yesterday marked a significant milestone in Reynolds’ sustainability journey and demonstrates our long-term commitment to environmental stewardship,” said **Bernd Meyer, executive vice president of operations** at the **Reynolds** organization. “With the WaterHub® now operational, we expect to reduce water withdrawn at the Reynolds Operations Center by more than 40%, which in turn is anticipated to reduce water withdrawn across the global BAT Group by approximately 6%.”



“The WaterHub® is a prime example of how innovation can advance both sustainability and resilience,” said **Guillaume Clairet, Chief Operating Officer at H₂O Innovation**. “By supporting partners like Reynolds in conserving water and achieving their environmental goals, we’re proud to play a role in their journey toward water positivity. Together, we are not only conserving water but also redefining how industries can operate sustainably in harmony with the environment”.

About H₂O Innovation

Innovation is in our name, and it is what drives the organization. H₂O Innovation is a water solutions company focused on providing best-in-class technologies and services to its customers. The Corporation’s activities rely on five pillars: (i) Water Technologies & Services (WTS) applies membrane technologies and engineering expertise to deliver equipment and services to municipal and industrial water, wastewater, and water reuse customers, (ii) Specialty Products (SP) is a set of businesses that manufacture and supply a complete line of specialty chemicals, consumables, and engineered products for the global water treatment industry, (iii) Operation & Maintenance (O&M) provides contract operations and associated services for water and wastewater treatment systems; (iv) Water Infrastructure Development (WID) is developing WaterHubs®, through performance financing, our turn-key projects can be designed, built and operated at no upfront capital expense to our clients, and (v) Maple and Agri-food, offering a complete line of equipment dedicated to maple syrup production and the agri-food industry. For more information, visit [H₂O Innovation](https://www.h2oinnovation.com).

– 30 –

Source:

H₂O Innovation Inc.

www.h2oinnovation.com

Contact:

Communications Department

+1 418-688-0170

communications@h2oinnovation.com