

ACHIEVE YOUR GOALS.
Partner with the World's Leading Expert in Cooling Water.



NALCO  **Water**
An Ecolab Company

NALCO WATER IS LEADING THE WAY IN AUTOMATION



Nalco Water offers an unprecedented level of cooling water automation.

3,000 sample points collected monthly

50,000 customer site dashboards

17,000 current/future flow diagrams created

13,000 water systems monitored 24/7

10,000 product tanks monitored

3D TRASAR™
TECHNOLOGY HELPED SAVE

114,293,363,610

GALLONS OF WATER IN 2014

The Demands on You and Your Industry Are Increasing

In the last two decades, technology has dramatically changed our world. Today, there are more stringent environmental standards and increased regulations on heavy industrial plants than ever before. And while water chemistry has remained unchanged, water quality and availability have been compromised, prompting a greater need for reclaimed water and higher-stressed systems.

You're challenged with doing more with less. Your industry is changing. Technology is evolving. Is your cooling water system able to quickly adapt to these changes? Nalco Water delivers value that aligns with your goals.

3D TRASAR™ Technology: The Most Comprehensive, Customized Cooling Water Solution

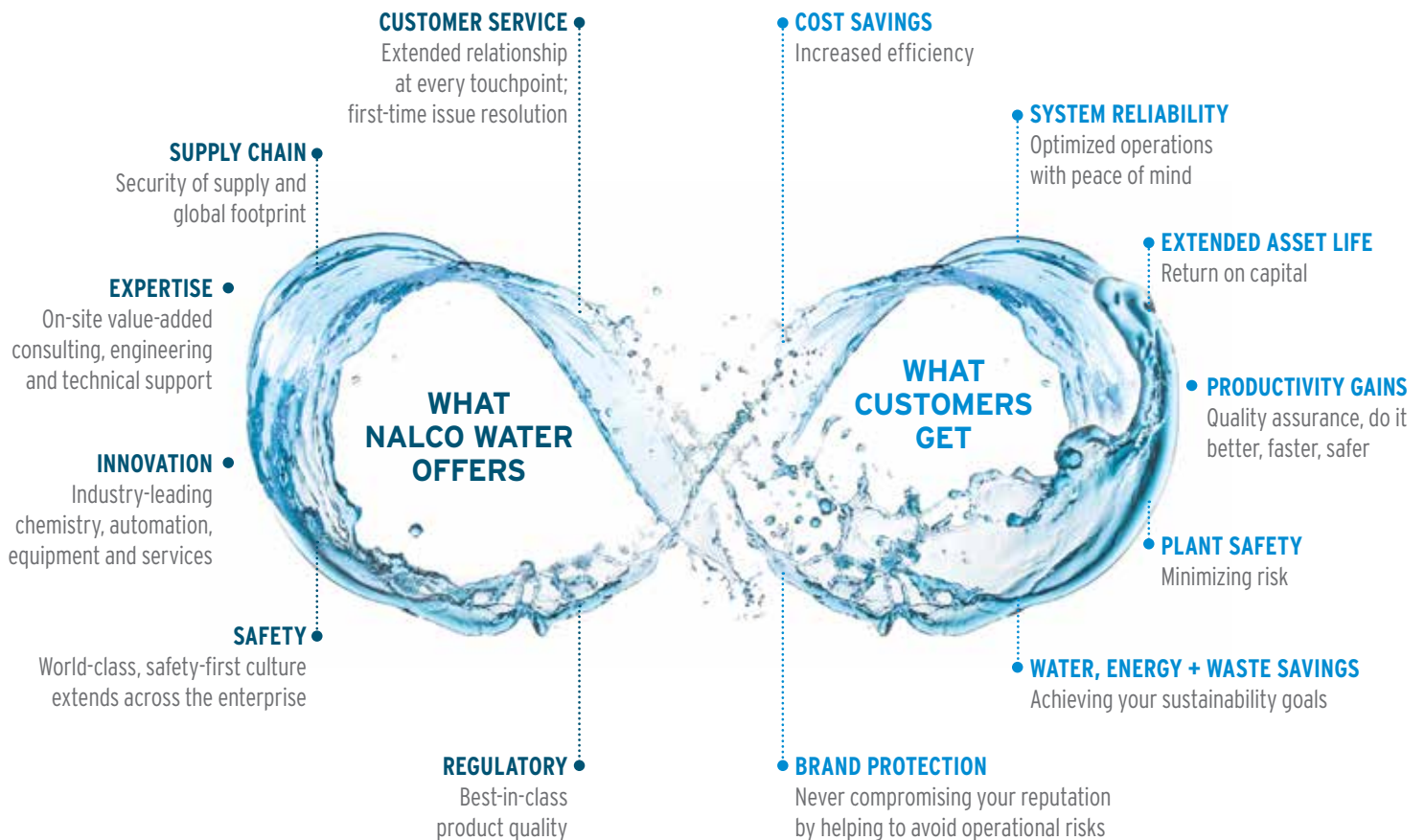
For over 80 years, Nalco Water has been the industry leader in cooling water treatment and technology. Today, we offer the most comprehensive, valuable cooling water treatment in the world. We understand how your cooling water system contributes to your organization's success.

In 2002, we introduced 3D TRASAR Cooling Water Technology, and our competitors have been playing catch-up ever since. While we've continuously improved this platform over the past decade, other competitive systems continue to offer first-generation technology based on our original 2002 design.

You'll see this commitment to innovation across our cooling water offerings. Every day we work to make our portfolio better. We gather feedback to enhance all aspects of our innovations, from corporate account alignment to individual site configuration.

You can count on Nalco Water to understand your business drivers and develop a customized, integrated plan for each plant using the most advanced technologies. Take our Cooling Water Optimizer. This proprietary tool tailors the chemistry program for each individual site and evaluates multiple scenarios for highly variable water conditions. With this capability, we can run multiple scenarios for cooling towers at all of your sites within minutes.

Nalco Water Creates and Delivers Value That Aligns with Your Key Business Drivers.



NALCO WATER PARTNERSHIP GIVES YOU THE BEST OF COOLING WATER



People

Behind every Nalco Water customer is an unparalleled team of professionals dedicated to creating customized solutions. This team includes:

- Field sales and service engineers
- System Assurance Center experts
- Technical Expertise Center subject matter experts
- Industry technical consultants
- Industry-aligned business teams
- Project engineers
- Research and Development scientists



171 countries

40% growth in sales- and-service force
in **8 YEARS** to **25,200** field associates

STANDARD SERVICES

24/7/365 3D TRASAR SYSTEM ASSURANCE CENTER

EMERGENCY FIELD SERVICE SUPPORT through electronic messaging

TECHNICAL SERVICE SUPPORT TEAMS in **30** countries, consulting the field associates and call centers

over **6,000** patents

1,600 global RD&E associates including **CHEMISTS, ENGINEERS & SCIENTISTS**

\$160 MILLION R&D investment

+12% YEAR-OVER-YEAR growth in new product sales

Driving the Standard in Cooling Water Innovation

Unlike others in the marketplace, we're never satisfied with the status quo. That's why we take very seriously feedback from customers and our technical sales personnel. It's this insight that drives the next level of innovation within our platforms.

HISTORY OF INNOVATION

1928

- Beginning of Nalco Water (National Aluminate Company)

1988

- TRASAR™ Technology – Nalco Water leads change in Cooling Water treatment
- Cooling Water Polymer Development

2004

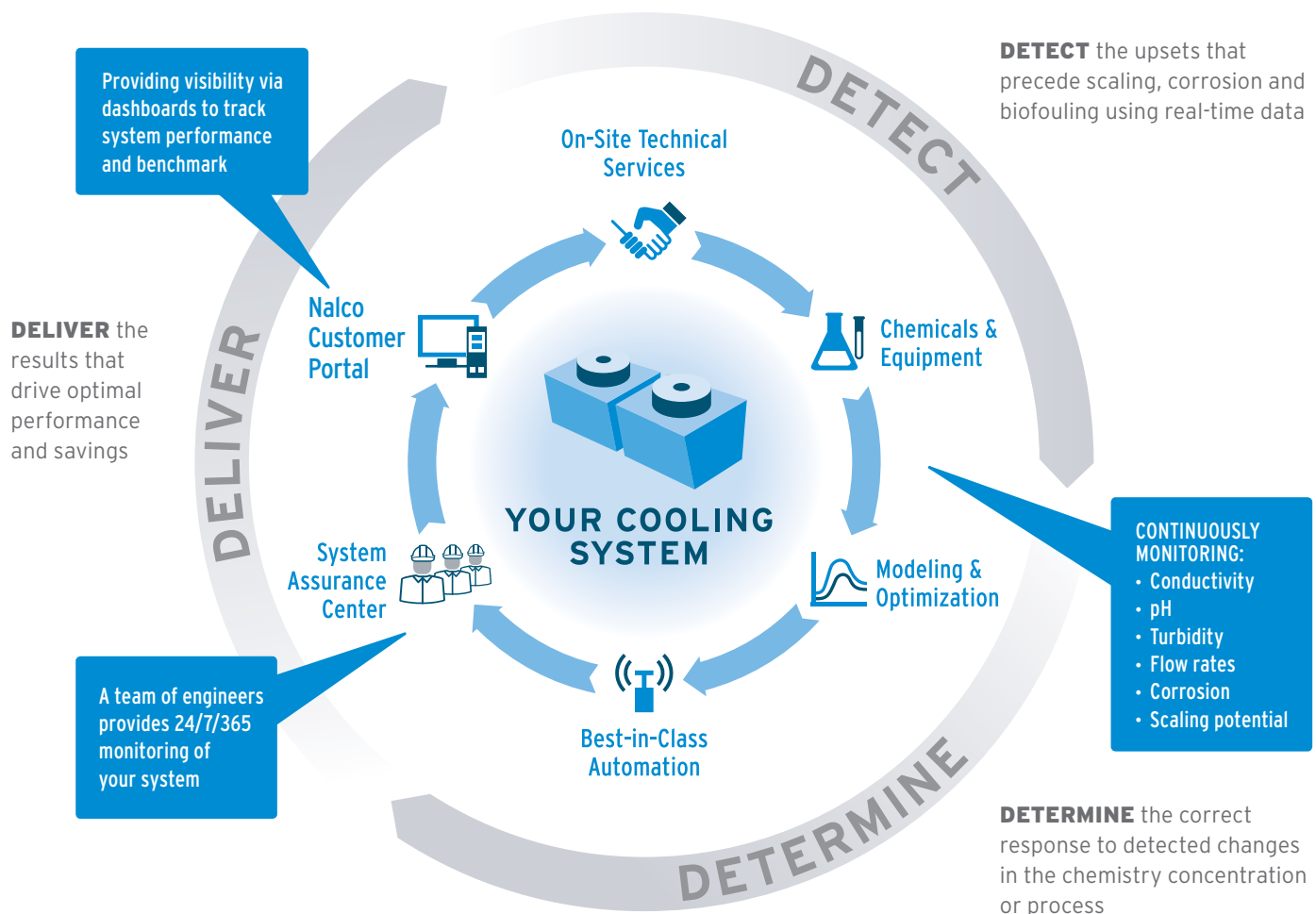
- 3D TRASAR Technology for Cooling Water launched

2007

- System Assurance Center launched

Process

We listen to understand your needs and concerns and focus on improving the things that matter most to you. We identify opportunities for improvement at each plant. We then customize our offering and develop recommendations based on your industry and unique challenges. We document system performance to help you reach and maintain your goals. And best of all, we can execute across your entire enterprise.



Technology

Nalco Water provides you with the most comprehensive set of cooling water technologies and services:

- 3D TRASAR™ Technology for Cooling Water Platform Suite
- PURATE™ chlorine dioxide technology
- Corrosion inhibitors
- Biocides
- Dispersants
- Scale inhibitors
- Cleaning and disinfection services
- Layup and passivation programs

2012

- Customer Portal launched
- Performance Dashboards launched
- Compliance Dashboards launched
- Customer Dashboards launched

2013

- 3D TRASAR Solid Cooling Water Technology launched
- Closed Loop Portfolio Improvement

2014

- Next-generation 3D TRASAR Technology for Cooling Water launched
- PURATE™ Chlorine Dioxide Technology launched
- Water Risk Monetizer launched

2015

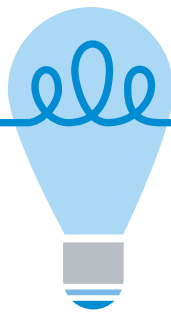
- Plant Resource Optimizer
- High-charge Polymer designed for high-stress systems
- Patented Dual Cathodic Inhibitors



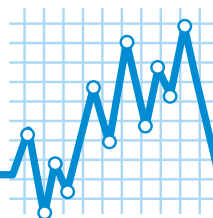
Leadership and Recognition in the Cooling Water Industry

- Nalco Water literally wrote the book on cooling water. Publications include *The Nalco Water Handbook*, *The Nalco Water Guide to Cooling Water Systems Failure Analysis* and *The Nalco Water Guide to Boiler Failure Analysis*.
- Nalco Water’s commitment to safety is at the forefront in the industry. Whether operating in our own manufacturing plants, delivering our products or providing world-class service in your location, safety is at the core of our culture. We have to be safe – as we serve every industry in every region of the world – and we know that it is also equally important to YOU.
- Together with Ecolab, we were the first to bring specialty chemistry including polymer development, corrosion control and microbial control to the industry. *Forbes* ranked Ecolab ahead of all of its competitors as one of the most innovative companies in 2014.
- Nalco Water was honored with the EPA’s Presidents Green Chemistry Award for its 3D TRASAR Technology for Cooling Water. None of the competition has been thus honored.

CONTINUOUS INNOVATIONS



including award-winning technology



100 BILLION DATA POINTS
gathered

4 MILLION+ CUBIC METERS
of fresh water



133.2 GIGAWATT HOURS
of energy saved

The world’s most advanced cooling water treatment

6,000 PATENTS

30,000+ 3D TRASAR CONTROLLERS SHIPPED WORLDWIDE

SAVING MORE THAN **333 BILLION** GALLONS OF WATER from 2012-2014



Your cooling water technology could be doing more for you. Let's take a look around.

A lot has changed in cooling water technology recently. Let us take a look around and show you how new Nalco Water technology can help better meet your needs. We'll take a customized approach to meet your goals.

Together, let's...

LISTEN

Perform an initial walk through and listen to understand your needs

LEARN

Identify opportunities for improvement

PLAN

Customize our offering and develop recommendations

GO!

Present proposal and implementation schedule

CREATE A CUSTOM APPROACH TO EACH PLANT

NALCO Water
An Ecolab Company

NALCO Water, an Ecolab Company

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Nalco Champion – 7705 Highway 90-A • Sugar Land, Texas 77487 • USA

Europe: Richtistrasse 7 • 8304 Wallisellen • Switzerland

Asia Pacific: 2 International Business Park • #02-20 The Strategy Tower 2 • Singapore 609930

Latin America: Av. das Nações Unidas 17.891 • 6º Andar • São Paulo • SP • Brazil • CEP 04795-100

www.nalco.ecolab.com

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