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

CUSTOMER SERVICE
Extended relationship at every touchpoint; first-time issue resolution

SUPPLY CHAIN
Security of supply and global footprint

EXPERTISE
On-site value-added consulting, engineering and technical support

INNOVATION
Industry-leading chemistry, automation, equipment and services

SAFETY
World-class, safety-first culture extends across the enterprise

REGULATORY
Best-in-class product quality

WHAT NALCO WATER OFFERS

COST SAVINGS
Increased efficiency

SYSTEM RELIABILITY
Optimized operations with peace of mind

EXTENDED ASSET LIFE
Return on capital

PRODUCTIVITY GAINS
Quality assurance, do it better, faster, safer

PLANT SAFETY
Minimizing risk

WATER, ENERGY + WASTE SAVINGS
Achieving your sustainability goals

BRAND PROTECTION
Never compromising your reputation by helping to avoid operational risks

WHAT CUSTOMERS GET
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

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

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

40% growth in sales-and-service force in 8 YEARS

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

GLOBAL scope
171 countries

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
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
- 3D TRASAR Solid Cooling Water Technology launched
- Closed Loop Portfolio Improvement
- Next-generation 3D TRASAR Technology for Cooling Water launched
- PURATE™ Chlorine Dioxide Technology launched
- Water Risk Monetizer launched
- Plant Resource Optimizer
- High-charge Polymer designed for high-stress systems
- Patented Dual Cathodic Inhibitors

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’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.
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