



RO maker, GE team up in commercial market

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LAS VEGAS —Good Water Co. (GWC) Inc., of Las Vegas, the manufacturer of PureOFlow™ reverse osmosis water filtration products, is partnering with General Electric Co.'s GE Water and Process Technologies division to provide water treatment equipment in the food and beverage market, according to a recent PRNewswire report.

Under the partnership, GWC will be the exclusive food and beverage and original equipment manufacturer (OEM) for GE Modular PRO™ professional series reverse osmosis components.

Sam Karge, director of sales and marketing for GE Water & Process Technologies, Residential and Commercial Group, said in the report, "We have devised this relationship with GWC, Inc. in an effort to tackle a number of our key growth markets. This allows us to have a consistent and dynamic presence in this market, without the confusion that comes from too many different players in the market."

Karge also said that in the past, RO technology was cost-prohibitive for smaller restaurants and commercial applications.

GWC Co-Chair Tom Cartwright said in the report, "Coupling GE's power, brand strength and technology with our system design experience, market focus and flexibility, represents a tremendous opportunity and benefit for our collective customers."

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