

FOR IMMEDIATE RELEASE

## Hydranautics launches the Product Selection Tools: An Innovation for Customers to Make Smart Membrane Product Selection!

Hydranautics – A Nitto Group Company, is excited to announce the launch of its **Product Selection Tools** ([www.membranes.com/product-selection-tools](http://www.membranes.com/product-selection-tools)) that will guide users in selecting the right membrane products at the click of a button.

The world of Hydranautics revolves around its customers. That explains why our brand tagline says ‘**Innovation for Customers**’. With this ethos in mind, we constantly work towards offering innovative tools and solutions to our customers that enables them to make right decisions and foster optimum productivity.

In line with this customer focussed spirit, the launch of our **Product Selection Tools** will be a guiding force for our customers in selecting the right type of membrane fit.

Armed with impeccable speed, design and intuitive ability, these tools will facilitate a more dynamic experience to its users with features such as finding an industry-specific membrane fit, comparing and choosing the right membrane and selecting the right RO-NF membrane.

The tools that are set to revolutionize the “customer way of thinking” are:

### Tool 1: **Markets and Products Tool**

*Your Industry, Our Membrane Solutions, Your Advantage!*

The ‘Markets and Products Tool’ is designed to empower you with the best-in-class Hydranautics membrane solutions based on the information that you key in. This exceptional tool intelligently deciphers your industry-specific applications/ sub-applications and aptly guides you with the right membrane solutions. Compatible with 15 different industries where water constitutes a key component in their production process, this potent tool enables you with an integrated membrane solutions experience, crafted to your specific industry needs.

### Tool 2: **Cross-Reference Tool**

*The Best-Fit Membrane Match-Maker!*

This innovative tool plays the role of a perfect match-maker in a simple & easy to use interface. To use this tool, you need to first select the manufacturer’s name from the displayed list. Then, choose the membrane diameter and the model number from the drop-down list. The tool will then identify the best-fit Hydranautics membrane model(s) and provide a link to its specification sheet. Alternatively, you can go to the membrane family webpage on clicking the specific Hydranautics product model.

### Tool 3: **RO-NF Product Selector Tool**

*Selecting the Right RO-NF Membrane Product Now a Breeze!*

To make the right RO-NF membrane product fit selection even easier, the ‘RO-NF Product Selection Tool’ is your best choice. The tool helps you in selecting the right membrane product fit basis an array of parametric search across a variety of metrics such as water source, pretreatment, permeate flow, feed TDS, permeate TDS and operating temperature.

Explore to experience the **Product Selection Tools**: [www.membranes.com/product-selection-tools](http://www.membranes.com/product-selection-tools)

For more information or any queries please write to [jayesh.shah@nitto.com](mailto:jayesh.shah@nitto.com) or call 1-800-CPA-PURE

#### **About Hydranautics**

Hydranautics is a part of the Nitto Group and one of the global leaders in the field of Integrated Membrane Solutions. Hydranautics offers complete membrane solutions like Reverse Osmosis, Nanofiltration, Ultrafiltration, and Microfiltration for Water, Wastewater and Process treatment and applications. Hydranautics’ membrane based solutions are currently in use on seven continents throughout the world for diverse applications such as Seawater Desalination, Industrial High-Purity Water, Surface Water Treatment, Waste Water Treatment, Specialty Process Applications etc. Our Global Membrane Division is headquartered in Oceanside, CA, USA and we have 3 state-of-the-art manufacturing sites located in Oceanside – USA, Shiga – Japan and Shanghai – China. For further information on Hydranautics kindly visit our website [www.membranes.com](http://www.membranes.com)

#### **About Nitto**

Nitto is Japan’s leading diversified materials manufacturer. Founded in 1918, Nitto’s strength is the ability to add diverse functionality to sheets, films and other materials using core technologies such as polymer synthesis, adhesion and coating technologies. The group offers over 13,000 high value specialty products worldwide including optical films for liquid crystal displays, automotive materials, reverse osmosis membranes for desalination and transdermal drug delivery patches. For further information on Nitto kindly visit our website [www.nitto.com](http://www.nitto.com)