



## Independent Water Tech Rebrands as Canature

**January 3, 2012** – Canature North America is pleased to announce the rebranding of Independent Water Tech (IWT) under the Canature brand. Canature North America will serve as a trade name under which both Canature USA Inc. and Canature Canada Inc. will operate. Canature is the leader in innovation, quality and value in the water conditioning industry .

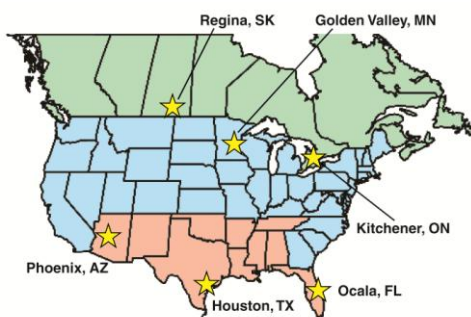
With the significant growth and rapid globalization of the Canature business the rebranding will both leverage the Canature name and add clarity to the businesses exclusive North American sales region and responsibilities.

“This is just another step in creating a better alternative for Independent Water Dealers” stated Canature North America President Don Fettes. “Our model is unique in that we are both manufacturer and regional distributor. This model provides better value including the ability to provide better support through our highly experienced, factory trained dedicated field sales team and inside customer support group.

“The direct link to the dealer allows us to keep a finger on the pulse of their changing needs. You can see ‘Dealer Driven’ features in our products today and will see more in the new innovative products currently in development” Fettes added. “Our commitment to developing new products, assuring the highest quality standards and the lowest cost efficient manufacturing processes means better value for Water Dealers. Our Engineered water conditioning systems are all designed, assembled and tested in North America.”

The rebranding will occur over the next three months as new marketing materials and an enhanced website are produced.

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