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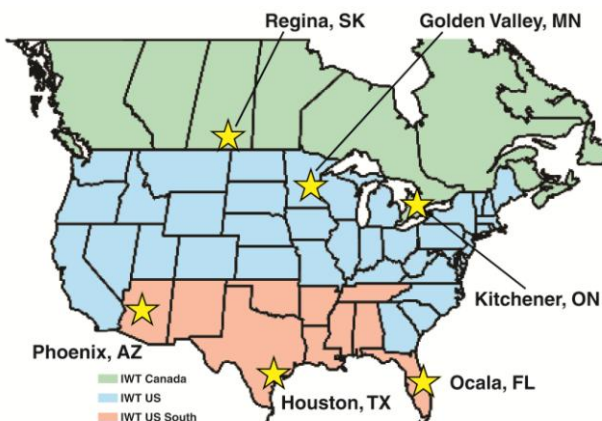
IWT EXPANDS INTO SOUTHERN USA Seasoned Water Industry Team Launches IWT South

Golden Valley, MN (May 2, 2011) – Jeff Warner, President of Canature USA Inc., is pleased to announce the signing of an Exclusive Distribution Agreement to create IWT South. The agreement provides the required infrastructure to sustain and grow the Independent Water Tech (IWT) business throughout the Southern United States.

“To properly support our rapid growth in the United States we felt the need strategically to quickly increase our distribution and experience in the Southern U.S. markets. We found the right partners who can provide the expertise and support required to communicate the many advantages of our water conditioning product line” stated Warner. “Water Dealers are seeing the advantages of our product features, design, quality and overall value. Now we just have to get closer to the Dealers and put more feet on the street.”

Leading IWT South are Neal DeLettre (President), Tony Mendola (CEO), Rance Kay (CFO), Dennis McDonald (Sales Agent, Florida) and Jerry Bishop (Sales Agent, Arizona / New Mexico) who bring with them decades of experience in the water conditioning industry.

IWT South has new distribution locations in Ocala, FL; Houston, TX and Phoenix, AZ to service the States within their new territory (FL, AL, TN, MS, AR, LA, TX, OK, NM & AZ).



Independent Water Tech (IWT) is a trade name used by Canature North America Inc. in Canada & Mexico and Canature USA Inc. in the USA to market residential & commercial water treatment products to the Professional Independent Water Dealers channel. IWT provides complete product support and training.

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