

3M Cuno demonstrates leadership in water filtration technology at Gulfood 2009

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3M Cuno, a world leader in water filtration technology and a part of 3M is participating at this years Gulfoods in a bid to highlight 3M Cuno's specialised range of water filtration and treatment units, which offer Recipe Quality Water for better tasting food and beverages, thanks to unique reverse osmosis (RO) technology.

3M appears at Gulfoods alongside German company Convotherm Elektrogeräte GmbH, which specializes in the manufacture of combi-steamers for use in the food and catering industry.

The innovative 3M Cuno technology works to expertly filter tap water fed into the units by using the tightest of all filtration processes - reverse osmosis, which removes 90% or more of total dissolved solids (TDS), including particles, off taste, and scale-causing calcium and magnesium ions.

Reverse osmosis is a cross-flow filtration process that results in a waste-water stream with the minerals concentrated by the RO membrane. With conventional RO systems, the waste stream can be from two to four times the volume of the filtered water. For the production of 100 gallons (379 liters) of filtered water, the 'Green' TFS450 3M Cuno unit conserves up to 250 gallons (946 liters) of water per day - over 90,000 gallons (340,687 liters) more per year - than conventional RO systems.

RO ensures that water is free from objectionable tastes and odors, such as chlorine and chloramines; leading to cleaner, clearer, better tasting water that is safe, healthy and of 'Recipe Quality'. This was proved during recent research into the taste of coffee. In a controlled study of 108 people, 100% of customers chose coffee made with 3M filtered water.

Moreover, because of the unique design of the 3M Cuno units, the 3M Softener and Scale Reduction System limits the need for maintenance and increases energy efficiency; by reducing the minerals that cause lime scale. This allows savings of hundreds or even thousands of dirhams a year on scale-related energy and repair costs.

'3M has an unfailing commitment to sourcing, developing and promoting innovations that make life and business better, and at events such as Gulfoods, we can really demonstrate this effectively to our industry customers here in the Middle East region,' said Robert Castro, Marketing Specialist, 3M Gulf Ltd. '3M Cuno filtration units are an excellent example: the advanced filtration technology is really the choice of the water professional, as it constantly delivers better tasting food and beverages, while being an efficient and effective alternative to traditional water filtration products used in this region's booming catering and hospitality industry.'

The 3M Cuno units are designed to be the best choice for use with kitchen equipment including combi-steamers, coffee and espresso machines, ice-making machines, post-mix equipment, and commercial dishwashers.

{ AME Info }