

# GROWERTALKS

## GT in Brief

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### SePRO to Market New Algae Reducing Technology

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Phoslock Water Solutions Ltd. and SePRO Corporation announced a marketing and development partnership for Phoslock phosphorous absorbing technology in the U.S. Effective immediately, SePRO will become the national distributor for Phoslock, and will begin selling it as early as this spring. Phoslock Water Solutions, located in Sydney, Australia, owns the global rights to this Phoslock technology.

Increased nutrient inputs into our nation's waters (specifically phosphorus) have led to more rapid eutrophication in lakes, reservoirs, storm water retention ponds and private ponds. Phoslock is a patented new technology that's fast emerging as a very effective phosphorus reducing solution. Phosphorus is a limiting nutrient for algae growth, and if left unmanaged, excessive levels can create nuisance or harmful algae blooms. Phoslock is a lanthanum-based, modified bentonite clay product, which was developed by Australia's Commonwealth Scientific and Industrial Research Organization (CSIRO) to significantly and safely reduce the amount of free phosphorous in the water column, and in the sediment pore water of a water body.

"SePRO Corporation sees great commercial opportunity for this environmentally beneficial Phoslock technology," said Bryce McMillan, vice president of sales and marketing for SePRO. "SePRO is committed to developing sustainable and environmentally friendly solutions and services for enhancing water quality and algae management."

Lanthanum, a rare earth element, has been recognized for years as being one of the most effective free phosphate binders in swimming pools and for drinking water purification.

"SePRO will be developing the technical and analytical services at our SePRO Research and Technology Campus (SRTC) that will be required to support the Phoslock technology," said Dr. Tyler Koschnick, SePRO's director of Research and Regulatory Affairs. "SePRO's R&D team is committed to discovering and developing other new solutions for algae and water quality management, and will be announcing additional new products in the near future."

For more information, visit [www.sepro.com](http://www.sepro.com) or [www.phoslock.com.au](http://www.phoslock.com.au). **GT**