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MEDIA RELEASE

Ruralco announces Plimmer® distribution agreement

Ruralco Holdings Limited has announced a new agency agreement with Idropan Australia Pty Ltd, the exclusive agent for Idropan Dell'Orto Depuratori s.r.l.s, to distribute the respected Plimmer® CDI desalination systems through its national business network.

Bruce Moore, Ruralco's National Category Manager - Water & General Products, is enthusiastic about Plimmer's potential to improve water quality across many market segments and industries.

"Plimmer technology is suitable for numerous applications where the desalination of water is required, particularly in the treatment of bore water for agricultural and horticultural use. It's also suited to municipal, domestic and commercial activities," said Bruce.

"It also has applications in the desalination of industrial wastewater, landfill leachate water, boiler water and industrial process water, particularly in the dairy, food manufacturing and pharmaceutical sectors."

Bruce said Plimmer had an excellent fit within Ruralco's water division and customers looking for an efficient, cost-effective water treatment system should talk to the staff at their local ProWater Nationwide, Total Eden or CRT outlet who are all part of Ruralco's national network of water specialists.

The Plimmer system reduces the presence of salts, metals, hardness, fluorides, nitrates and bacteria populations to produce water within World Health Organisation standards. It also operates without chemicals and has a low energy footprint, power demand and wastage.

Plimmer technology desalinates and deionise water by attracting ions in solution to a pair of electrodes in a treatment cell operating under an extremely low potential difference. Once entrapped, the ions are then flushed to waste allowing Plimmer to deliver water at the chosen quality. The cyclical process has three steps – ion removal, regeneration and flush.

The system has been designed to operate with minimum operator input, can be managed and monitored remotely over the web and allows the user to control water taste and quality.

The modular systems allow for great flexibility in design and operation and units can deliver treated water outputs from 1,500–200,000 litres per day.

Based in Milan, Idropan Dell'Orto Depuratori s.r.l has been a leader in water treatment technology since 1969. The business operates across Europe and through exclusive agencies in the USA, Denmark, Saudi Arabia, Tunisia, India, Russia, Ireland and Australia.

Please visit www.prowater.com.au, www.totaleden.com.au or www.crt.com.au to find your local stockist.

For more information please contact:

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High res photo on email.



Photo caption:

Bruce Moore, National Category Manager - Water & General Products, Ruralco, said Plimmer would have many useful applications across a wide range of industries.

About Ruralco

Ruralco Holdings Limited (ASX: RHL), is a leading Australian agribusiness. Ruralco operates through a national footprint of businesses that specialise in providing rural customers with products and services in merchandise, fertiliser, wool, livestock, real estate, risk management, water, grain, finance and insurance. Ruralco's businesses around the country operate under their own brands. They have their own cultures, their own service models and their own unique value propositions — all designed to meet the demands of local or regional markets. The group's businesses are committed to supporting the communities within which they operate.