

February 2018

Dear friends,

Our passion for protecting the natural world and clean water sources underlies everything that we do at Amiad. Not only do our products protect the environment by making wastewater safe for release into water sources, and because our products are themselves chemical-free and some are automatic self-cleaning and don't require electric power, but we also know the importance of nature-based solutions for protecting ecosystems – such as when we planted an orchard at our headquarters to celebrate our 50th anniversary. Equally, we can take inspiration from the natural world.

Soils, for example, are the largest natural filter on the planet:

by trapping particles as water percolates down through the soil layers, they filter water naturally – which can then be further purified by bacteria and soil micro-organisms naturally breaking down nutrients and contaminants.

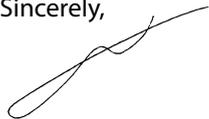
Similarly, other living creatures have a natural filtration process. Baleen whale species – such as the Humpback whale – have a filtration feeding process whereby they strain substantial volumes of ocean water through their long baleen plates that hang in row from their upper jaw (like a comb), with coarse broom-like bristles that act as a filter to keep edible particles trapped in the mouth. Gills, comprised of filaments, enable fish to breathe because they extract the dissolved oxygen and allow it to move into the bloodstream. The human body has several filters - liver, lungs, kidneys and some think even the skin itself – perfectly designed for filtering metabolic waste.

These are just a few examples that we have used as inspiration for the filters that Amiad develops and sells successfully worldwide to ensure clean water, all year round, all over the world.

We are intimately linked with nature and we wish to protect the environment so that it can continue to inspire and protect us.

To find out more about World Water Day please visit: www.worldwaterday.org

Sincerely,

A handwritten signature in black ink, appearing to read 'Dori Ivzori', with a long, sweeping underline.

Dori Ivzori

President & CEO, Amiad Water Systems