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bNovate Technologies strikes a distribution agreement with PR'eau tech in Canada

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bNovate Technologies SA, the Swiss leader in innovative microbiological water monitoring solutions, continues its expansion in North America. The company has signed a distribution agreement with PR'eau tech, an instrumentation provider dedicated to water analysis, control and monitoring.

This partnership marks a significant step in expanding access to high-quality water diagnostic products and services across Canada. It is a testament to bNovate and PR'eau's dedication to delivering outstanding service and excellent instrumentation within the Canadian water industry.

Tackling water quality challenges

While endowed with abundant freshwater resources, representing approximately 20% of the global freshwater supply, Canada faces challenges in ensuring consistent water availability across all regions. This paradox of resource abundance and regional scarcity necessitates sustainable water management solutions.

The issue is further compounded by the uneven distribution of water usage across different sectors. While municipal water supply accounts for 12% of total water consumption, most water is utilised for industrial purposes, with power generation consuming 64%, manufacturing using 14%, and agriculture requiring 9%.

This disproportionate water usage pattern, coupled with the geographical disparity in water availability, has resulted in numerous long-term and short-term drinking water advisories being issued across the country, especially in remote and Indigenous communities. These advisories highlight the critical need for improved water management practices and infrastructure investments to ensure equitable and sustainable access to clean drinking water for all Canadians.

Addressing critical water issues

bNovate's product lines support various online water treatment and monitoring requirements. bNovate offers dependable, real-time microbial monitoring solutions that ensure effective chlorination and UV treatment while helping municipalities manage boil water advisories. Additionally, BactoSense technology provides a robust and remote solution for improving water systems and public health, aligning with federal and provincial initiatives to enhance water infrastructure in remote Canadian communities.

Statements from leadership

"Partnering with PR'eautech marks an exciting milestone for bNovate Technologies as we expand our presence into North America. Their deep expertise and commitment to delivering innovative water instrumentation solutions make them an ideal partner to bring our cutting-edge water quality monitoring technologies to the Canadian market," said Bryan Kimbell, Business Development and Sales Manager, North America, bNovate Technologies. "Together, we're advancing the future of water safety and ensuring communities have access to rapid, reliable water quality insights."

PR'eautech's CEO, Patrick Riendeau, expressed similar enthusiasm: "bNovate Technologies SA has built a strong reputation for its innovative and high-quality products. We are excited to introduce their broad portfolio to the Canadian market and provide our customers with cutting-edge solutions that align with our commitment to quality and sustainability."

Serge Gander, CEO of bNovate, added: "This partnership represents our first official step into the North American market, and we are eager to meet Canada's demand for safe water through innovative yet proven solutions, including our BactoSense technology. With PR'eautech's in-depth expertise in the Canadian water sector and their extensive distribution network, we are well-positioned to make a significant impact."

About PR'eautech:

PR'eautech, located in Richelieu, Quebec, specialises in industrial and municipal water application instrumentation solutions. Committed to environmental sustainability and public health, they offer advanced products, customised technical solutions, and exceptional service to address diverse water industry challenges. Their expertise in autonomous measurement equipment and installation makes bNovate's offerings perfect for their portfolio.
www.preautech.com

About bNovate Technologies SA:

bNovate Technologies SA, a multi-award-winning company, is a leader in water monitoring and analysis. It propels industrial microbiology into the digital age with rapid, automated solutions for the global water, Food & Beverages, pharmaceutical, cosmetics and semiconductor industries. Its solutions are powered by proprietary technology and deliver high-value microbial water quality data for efficient, sustainable water management. Trusted by water professionals across Europe, bNovate is rapidly expanding worldwide. Explore its cutting-edge innovations at www.bnovate.com.

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For more information about PR'eautech and bNovate Technologies, please visit their websites at <https://preautech.com/> and www.bnovate.com.