



NEWS ALERT

Cortec® and Bionetix® Joint Venture Produces Synergy at AWT 2017



Bionetix® International was able to introduce its bioremediation solutions to many attendees at the AWT (Association of Water Technologies) 2017 Annual Convention and Exposition held in Grand Rapids, Michigan, September 13th-16th. This event brought together professionals concerned about all aspects of the water industry—from drinking water to process water to wastewater, making it an excellent place to simultaneously present corrosion and biological waste treatment solutions.

Tonya Decterov and Mathias Benitez from Bionetix® hosted the joint Cortec®/Bionetix® booth and noted the high volume of Cortec® customers passing through. A number of these attendees stopped by and specifically remarked how happy they were with Cortec's Boiler Lizards, which protect boilers from corrosion using VpCI®. "They're very satisfied with that one—that's for sure," said Benitez, who was also able to introduce customers to the biological waste treatment solutions offered by Cortec® through its Canadian subsidiary, Bionetix® International.

Though many visitors were drawn to the Cortec®/Bionetix® booth because of their familiarity with Cortec's corrosion solutions, they also were impressed by the Bionetix® samples on display, particularly BioBloc 22. This slow release block reduces odors and build-up in grease traps through the work of natural microorganisms and nutrients. The Bionetix® team noted that Cortec® has an anti-corrosion counterpart of this block (CorrBlock™) that would also be of interest to water treatment professionals.

Since Bionetix® products were new to many of the attendees, the staff's knowledgeability (Benitez is an R&D chemist at Bionetix®, and Decterov did graduate studies in Environmental Engineering and Waste Management) proved helpful for explaining the technical aspects of how the products work. Benitez commented: "It's fun because we had a chemical background, so I think people appreciated that we could explain exactly—not just sell—but explain exactly . . . the chemical and biological aspect of our products. I think that people really appreciated that."



Cortec® Corporation is the global leader in innovative, environmentally responsible VpCI® and MCI® corrosion control technologies for the Packaging, Metalworking, Construction, Electronics, Water Treatment, Oil & Gas, and other industries. Headquartered in St. Paul, Minnesota, Cortec® manufactures over 400 products distributed worldwide. ISO 9001 and ISO 14001 Certified, and ISO 17025 Accredited.

