

FACT SHEET

FILTRATION GLASS USED
FOR POOL WATER TREATMENT:
A 2ND LIFE FOR GLASS COLLECTED
VIA CURBSIDE RECYCLING

Éco
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Québec



MARKET OUTLETS FOR FILTRATION GLASS USED FOR POOL WATER TREATMENT

Various filters can be used to treat water. This kind of treatment consists in forcing water through a filter that retains the suspended particles. Currently, silica sand or zeolite filters are most often used, but glass is gaining ground, particularly in France and Great Britain.

Glass performs better than traditional filters, and its electrostatic properties prevent the proliferation of bacteria.

TARGET MARKET AND POTENTIAL POOL OF CUSTOMERS

Gaining market share for filtration glass used in pool water treatment is usually accomplished via a network of distributors. Currently, there are at least eight major distributors in North America.

According to sources in various Canadian and American institutions, using recovered glass to filter pool water is still new in North America. Demand is estimated at 45,000 t/year in the northeast U.S. and eastern Canada.



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MARKET

Given a potential demand for 45,000 t/year in the northeast U.S. and eastern Canada, the market for filtration glass to treat pool water could reach \$13.3 million at a retail sale price of up to \$295 /t.¹.

COMPETING MATERIALS

- Silica (sand)
- Garnet (sand)

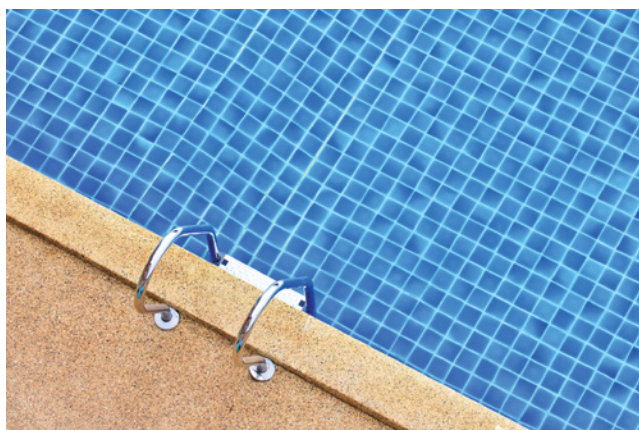
MARKET FOR FILTRATION GLASS

The market for filtration glass to treat water is still new in North America but, unlike municipal water treatment, its use for pool water filtration has grown significantly.

POSITIVE MARKET PENETRATION INDICATORS

- In North America, the market for water treatment equipment is estimated to grow by approximately 8%/year over the next five years.
- Product that offers a longer useful life than other filtration media.
- Product that prevents the accumulation of bacterial bio-films and therefore reduces maintenance requirements.

¹ Amounts indicated are in Canadian dollars.



TECHNICAL CRITERIA AND CERTIFICATION

CERTIFICATIONS

- **NSG/ANSI 50 – Equipment for Swimming Pools, Spas, Hot Tubs and other Recreational Water Facilities:** North American certification (not mandatory for marketing purposes)

CRITERIA

Generally, the criteria specify:

- La granulométrie
- La gravité (densité verre/densité eau)
- La solubilité
- La dureté du produit



All the details at www.ecoentreprises.qc.ca/glass
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