<Translation> Nikkei Marketing Journal April 13, 2011

ICHIGO HOLDINGS Mobile Water Purification and Desalination System Provide Safe Drinking Water For People in Disaster Areas

"AQUANEXT" systems are now attracting attention. These are water purification and desalination systems distributed by Ichigo Holdings Co., Ltd. (located in Sendai, Miyagi; President Masamitsu Miyashita) to transform seawater into clean drinking water.

In the first place these systems have been developed in order to supply clean drinking water in developing countries around the world. However, since the Great East Japan Earthquake occurred, demand for AQUANEXT systems in emergencies is expanding briskly.

On March 25th, two weeks after the quake, the staff of Ichigo and Public Interest Incorporated Associations Youth Eco Forum (located in Kobe) left for one of the disaster areas, Kesenuma-city in Miyagi, to bring foods and mobile seawater desalination system. They started to help providing water out of the school pool and made 7.5 ton of fresh water in two days. They are still continuing the work.

AQUANEXT Division of Ichigo Holdings Co., Ltd. is the one to specially develop and distribute these water purification and desalination systems. Its group company, Strawberry Cones, develops delivery pizza chain business.

In this system, by penetrating seawater and polluted water through reverse osmosis membrane, fresh water that penetrate the membrane can be obtained.

While these systems have been designed for the areas such as Africa where clean and safe water is hard to obtain, they were used and served well in Amami, Kagaoshima when torrential rain hit last fall.

These types of systems usually use massive amount of energy to push seawater and polluted water out by high pressure, thus the equipment itself is rather large.

However, a small high pressure pump which can make adequate high pressure only by low electric power is integrated into the system. Since the solar panels provide the electric current to power the pumps, it can be very useful in where lifeline is not restored.

The following day after the quake, President Miyashita drove back to Sendai with pizza mobile car from Tokyo in about 12 hours. As soon as he got there, he and his staff started to sell pizzas in this pizza mobile car. However, the lifeline around the area seemed not to restore at all. So, he decided to bring the compact seawater desalination system called Rescue 8 from the showroom in Tokyo. This system with engine driven high pressure pump doesn't require electricity and can produce 8 ton of drinking water per day from seawater or 16 ton per day from

rivers. He also brought in compact water purification system for emergency use called Rescue 96. This can not take seawaters but can produce 96 ton per day from the water source such as rivers and pools.

AQUANEXT has a wide variety of systems to accommodate the field conditions and the usage including compact and manual type system called Rescue 12 and AQUANEXT solar car, etc.

Truck loads of bottled water are being distributed in disaster areas, but there is not enough to serve daily life water. "Heavy oil is poured into oceans and pools and these source can not be used" says President Miyashita. However, if water sources become available, these systems can be more useful and helpful.
