

ecomaginationSM

a GE commitment

Solving our customers' toughest challenges for a cleaner future.

Green is green

"GE is committed to the success of its customers... when they win, GE wins. Our customers deal with some of society's toughest environmental and sustainability challenges. Ecomagination produces products that help customers find the right solutions to these issues. That's good for the environment and good for business." – *Jeff Immelt, Chairman and CEO, General Electric Company*

Ecomagination is a commitment to

- Reduce GE's water footprint 20 percent by 2012
- Double Investment in R&D of cleaner technologies
- Increase revenues from ecomagination products and services to \$25 billion in 2010
- Reduce greenhouse gas (GHG) emissions 1 percent by 2012 and improve energy efficiency 30 percent by 2012
- Keep the public informed with our progress

GE Water & Process Technologies

GE Water & Process Technologies is a leading global solutions provider of water, wastewater, desalination and process systems, offering chemicals, filtration equipment, monitoring and separation technologies.

We are helping companies across the globe reuse more than 21 billion gallons of water each year.

In leading by example with our own water efficiency, we also strive to:

- Measure & reduce our customer's water footprint
- Benchmark customer's water efficiency
- Advocate for sustainable water policies
- Lead a group of forward-thinking global companies to drive change

Ecomagination Water Solutions

- Desalination technology
- Advanced Membranes and separation solutions
- ZeeWeed* drinking and wastewater treatment
- HomeSpring* ultrafiltration systems
- ABMet*, the first commercially viable solution producing effluent with selenium levels below 10 ppb
- Osmo* reverse osmosis systems to improve boiler efficiency
- Electrodialysis Reversal producing potable water from undrinkable brackish sources
- MetClear* heavy metals removal
- Entrapped Air Flotation wastewater treatment
- DusTreat* road dust control reducing water needed for dust suppression at mines
- Waste to Value solution recovering biogas energy from wastewater and reusing it to improve ROI

Ask us how our portfolio can help your business improve operational and environmental performance or visit www.ge.com/water

