

Japanese manufacturer of environmentally friendly devices aimed at removing scale in cooling towers is looking for EU distributors, representatives

Summary

Profile type

Business Offer

Company's country

Japan

POD reference

BOJP20250213006

Profile status

PUBLISHED

Type of partnership

Commercial agreement

Targeted countries

• **World**

Contact Person

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Term of validity

13 Feb 2025

13 Feb 2026

Last update

13 Feb 2025

General Information

Short summary

The product of the Japanese company removes scale and prevents it from occurring in pipe systems or on the fins of the cooling tower. The device is eco-friendly: no use of fluorinated chemicals; efficient: pre-existing scale can be removed within a few months, and from there, the product will prevent scale from occurring permanently; and saves costs: reduction of electricity consumption up to 42% in observed cases. The company is looking for reliable EU partners under a commercial agreement.

Full description

A Japanese manufacture who produces water quality improvement for cooling towers is looking for a sales partner, distribution and technical service in Europe.

This Japanese company manufactures a product which recovers the performance of cooling water towers by removing and preventing the scale build-up by Calcium, Magnesium, and Silica without the use of any chemicals. This product can be applied for facilities with cooling towers in a variety of industries such as food, automotive, machinery, textile, metal processing etc.

The Japanese company is looking for representatives (distributors and technical service) that will help them access

the European market and grow in Europe. The Japanese company already had global representatives in United States and Thailand, and these representatives sell the company's product. A partner that can also provide technical services to European customers is preferred, as this will decrease the burden on the final customer caused by visits from the Japanese company. However, the Japanese company will provide the necessary technical support to the representative.

The cooling tower market size is forecasted to grow from USD 4.22 billion in 2024 to USD 6.27 billion by 2032, registering a CAGR of 5.1% during the forecast period. Therefore, the market of the product also has large potential to grow.

Advantages and innovations

The product of the Japanese company removes scale and prevents it from occurring in pipe systems or on the fins of the cooling tower.

The efficiency of cooling towers gradually decreases year by year. The reason for this is that the scale build-up in the pipes or on the fins decreases the heat exchange efficiency. For instance, 0.1 mm thickness of scale inside a 16 mm diameter pipe decreases the energy efficiency by 15%. Therefore, operators of cooling towers use chemicals to slow down the scale deposition rate and/or remove scale manually during maintenance work. However, these measures do not address the root of the problem, which is the scale occurring in the first place.

The product of the Japanese company uses an electrolysis technology which differs from the mechanism of conventional technologies.

The advantages are:

- Removes scale and prevents scale build-up efficiently: the pre-existing scale can be removed within a few months, and from there, the product will prevent scale from occurring permanently.
- Human and environmentally friendly: the product does not utilize the conventional fluorinated chemicals that have a harmful effect on the human body and the environment.
- Easy installation: the product can be installed on a cooling tower without suspending operation.
- Remote monitoring: the company has a remote monitoring service for the operation conditions, and this supports the operation and maintenance.
- The product of the Japanese company allows for a reduction of electricity consumption up to 42%.
(Real use case) Plastic moulding factory in Southeast Asia
Electricity consumption of cooling tower:
Before installation: 172,000 kWh/month
After installation: 99,000 kWh/month

Technical specification or expertise sought

Stage of development

Sustainable Development goals

- **Goal 9: Industry, Innovation and Infrastructure**

IPR Status

IPR Notes

Partner Sought

Expected role of the partner

The Japanese company is looking for either a representative partner acting as a commercial agent or a distributor to sell its products on European market.

The company is mainly looking for:

- Distributors or Freelancer or consultant with a wide industrial network (experience in refrigeration is highly preferred but not mandatory)
- Distributors for clients of HVAC (air conditioning), industrial heat exchangers, and those with a network consisting of office designers and contractors.

The Japanese company is hoping to engage in a long-term partnership. Even if the partner is not familiar with this technology, the company can provide technical support to the partner.

Type of partnership

Commercial agreement

Type and size of the partner

- **SME <=10**
- **Big company**
- **SME 11-49**
- **SME 50 - 249**

Dissemination

Technology keywords

Market keywords

- **08005 - Other Industrial Products (not elsewhere classified)**



Targeted countries

- **World**

Sector groups involved

Media

Images

[schematic process flow](#)

[scale removing effect](#)

[comparison table](#)

