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SofTap Water Announces Breakthrough Water Softening Technology

Millions of years of Mother Nature's hard work come together in Surface Accelerated Crystallization (SACr) Technology

Milwaukee, WI – SofTap Water, Inc., a Cincinnati water technology start-up, and a graduate of The Water Council's BREW Corporate Accelerator program in Milwaukee WI, announced today they have achieved a breakthrough in water softening treatment using a proprietary Surface Accelerated Crystallization (SACr) technology. SACr physically removes temporary hardness without using chemicals or high pressure, which are major limitations of current softening technologies.

SofTap's water softening technology is well-suited for household, commercial, and industrial applications, including the prevention of limescale build-up in households and scaling in industrial water treatment systems, as well as improving current reverse osmosis treatment systems. The technology is simpler and more cost-effective than other softening systems on the market today that use zeolites, which must be regenerated using brine, or membrane nanofiltration that requires significant water usage and high pressure.

"The key to the technology is being able to control both the crystal growth rate and their removal from our polymer beads, thereby eliminating hardness ions and producing a water softening benefit that does not require replacement chemicals or regeneration of active sites," stated Dr. Rakesh Govind, co-founder of SofTap Water and chief technology officer. "This technology is more cost effective and lasts longer than common water softening products such as ion exchange or reverse osmosis," continued Dr. Govind.

"We're excited to see how SofTap's product has significantly advanced through our BREW Corporate Accelerator program," said Elizabeth Thelen, director of entrepreneurship and talent for The Water Council and leader of the BREW Accelerator. "The connection to funding, mentoring, business training, and product engineering labs in the Wisconsin water tech cluster helped them advance their SACr technology and we look forward to seeing SofTap take it to the next level."

Surface Accelerated Crystallization is an invention that mimics biomineralization, the mechanism commonly recognized for structured growth in the environment, including seashells. Water softening is achieved with SACr by using proprietary polymer beads to produce insoluble carbonate crystals from calcium and magnesium bicarbonates. The beads accelerate the growth of carbonate crystals, which can be filtered to completely eliminate temporary hardness in water.

In addition, SACr is a major advancement over current anti-scaling technologies including template assisted crystallization by allowing for the actual physical reduction of calcium and magnesium ion concentrations.

SofTap Water Inc. was the winner of the BREW Corporate: Powered by A.O. Smith challenge in the fall of 2016 and has been working to advance the technology, including development for whole house and large platform treatment systems. The company is looking for additional commercialization partners in residential, commercial, and industrial applications where removal of temporary and permanent hardness is desired.

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ABOUT BREW ACCELERATOR

Launched in 2013 by The Water Council, the BREW (Business – Research – Entrepreneurship – in Wisconsin) Accelerator unleashes water innovation by funding water technology startups from around the world with commercialization potential. This first-of-its-kind accelerator pairs a unique water-focused startup community with credible resources of Milwaukee's world water hub to help entrepreneurs accelerate results, inspire action to create further opportunity, and disrupt the status quo. BREW Corporate Accelerator, an expansion of the BREW, partners with global corporations, including Veolia and A. O. Smith Corporation, looking for new technologies to solve a specific challenge. By combining funding with access to executive-level mentors, corporate R&D, and intensive business training, BREW Corporate accelerates the development of high-caliber startups. Startups compete in a challenge revolving around specific areas of interest identified by each corporation and those who show the highest likelihood of solving the challenge are selected for the program. Visit www.thewatercouncil.com for more info.