



## For Immediate Release

### Great Water Tech Announces Leadership Team

#### CEO & EVP of Sales and Marketing Bring Decades of Start-Up and Water Experience

St. Paul, MN (11/23/16) – Great Water Tech, a Twin Cities-based water technology start-up has announced a new leadership team. CEO Wolf Merker and EVP of Sales and Marketing Patrick Rosenstiel will help guide the company to market as they prepare to launch their line of water infrastructure and water purification products.

Great Water Tech holds an exclusive license to implement the technology of German company Mösslein in the United States. Mösslein's products have been proven over decades in Germany to extend the life cycle of drinking water infrastructure and improve the quality of tap water. Their signature product, Folmar™ Pipe Protection, is an anti-corrosive mineral treatment for water-pipe infrastructure currently protecting and preserving 20 percent of the German drinking water infrastructure.

"We're very excited to bring this proven German technology to the United States at a point when our nation's water needs it the most," said newly appointed CEO Wolf Merker. "We've been seeing a significant demand for this type of solution from water professionals across the nation."

Merker will oversee day-to-day operations, installations, implementation, strategic direction, and finance for the company. Prior to joining Great Water Tech, he was Director of Product Development at KLM engineering, a specialized firm focused on water infrastructure. He also has a strong technical background in the field of chemistry, having served as a Process Chemist for Apex International Manufacturing Inc. for 3 years. His publications include works in the Journal of the American Chemical Society and Biochemistry.

Rosenstiel, named EVP of Sales and Marketing, will oversee all communications, sales and marketing decisions for Great Water Tech. Rosenstiel is the CEO of Saint Paul based public relations and marketing agency, Ainsley Shea. A veteran of regulated industry, Rosenstiel has been instrumental in bringing green, bio-tech, nano-material, energy and animal genetics companies to market.

"Great Water Tech has proven solutions for America's biggest water problems, from our declining water infrastructure to emergency relief and algae invasion," said Rosenstiel. "Our technology has already been widely implemented throughout Europe, now it's time to see what it can do for America."

#### **About Great Water Tech**

Great Water Tech is a water treatment technology company, with full rights to the use of Mösslein Wassertechnik's products in the United States. Mösslein Wassertechnik's Folmar™ Pipe Protection technology is now used in 20% of Germany's water infrastructure, protecting their water consumers from contaminants in their drinking water.

#### **Media Contact:**

Christina Mailliard  
763-807-1698  
christina@ainsleyshea.com