

**ENVIROTECH :: R&D****BWA Adds to Antiscalants and Biocide Lines**

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BWA Water Additives says product launches for industrial water treatment will accelerate growth, helping it reach a company-wide target of 20% sales from new technologies. In 2011, key BWA launches include antiscalants exhibiting 4-5 times more biodegradability than industry standards, and a new biocide that is both cheaper and more effective for end users.

The company recently launched two antiscalants that enable customers needing water treatment for both direct discharge and cooling applications to improve their ecological profile. "Although antiscalants are largely inert, they persist in the environment," says Phil Mateo, director/global marketing & technology, industrial water treatment at BWA. The new antiscalants are based on carboxylic acid and polymaleic acid chemistry, and are much easier for microorganisms to digest than the polyacrylic acid-based products most commonly used. The company has been developing the two for about three years to meet a need for more biodegradable, but also effective, alternatives. "Other companies have biodegradable antiscalants based on polyaspartic acid and carboxymethyl inulin, but they don't work very well on common cooling water scales," Mateo says. "So while they're more biodegradable, you end up having to put more product into the environment anyway."

BWA is also launching a new biocide for cooling and process water applications that can lower end user costs by as much as a third. Unlike commodity biocides, the new product--Bellacide 303--is pre-synergized and combines algaecidal and biocidal properties. Being so broad-spectrum, it also enables users to simplify their operations with a one-drum approach. "Biocides are, by nature, nasty," Mateo says. "They're designed to kill unwanted micro-organisms. If you can find one product that controls all the organisms that's the ultimate solution. And I think we're there." The company took a risk in developing a new biocide, with most companies opting to rework already-approved products. "No one wants to invent new biocides," Mateo says. "They are rarely approved by the EPA, and the list of biocides that can be used in the market keeps getting shorter." The company secured approval in November, however, and believes Bellacide 303 will take share from commodity biocides.

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