

# Welcome to the Hydrosense Community



**In a recent Legionella survey 85% of respondents stated they would be happy to pay a premium for a quality Legionella test that saved time.**

Worldwide, Legionella is has become a serious and growing problem. In the United States, cases of the potentially deadly infection have risen by 450% since 2000<sup>1</sup>, and in 2015 the EU reported the highest number of cases ever recorded in the region. Scientists predict that the effects of climate change, ageing population and run-down infrastructure could be to blame and that cases

of infection will likely continue to rise. This increase in cases of infection has been accompanied by a growing awareness of the need to improve water safety compliance, in order to protect public health. It also represents a significant opportunity for water safety test distributors, agents and water systems services companies to improve Legionella test offerings and grow sales.



Make a positive change



Earn larger discounts



Grow your business

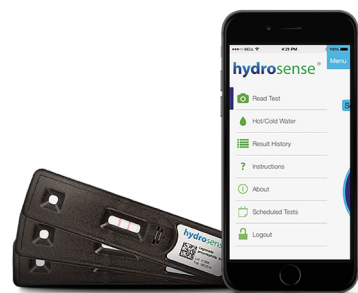




## What we do

Hydrosense is a pioneer in the rapid testing industry, committed to making fast, easy to use, accurate testing for Legionella SG1 widely available. By applying environmental technology to an industrial setting, our specialists have developed a new on-site testing method for the detection of deadly Legionella bacteria in water and biofilm.

Hydrosense is the world's only rapid testing kit for Legionella bacteria, that can be fully conducted on-site, and requires no in-depth training or experience to carry out. The test can be used as part of a superior facilities water management program, or in a domestic setting to ensure the safety of customers and their families. If there is a problem, it is immediately identified, and prompt remedial action can be taken – improving overall public health and protecting businesses from lawsuits, fines reputational damage and shutdowns.



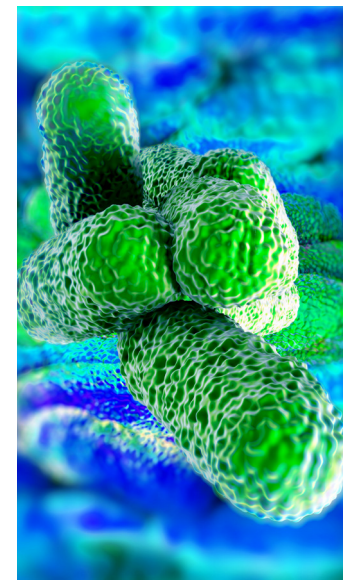
## How it works

Our test is a Lateral Flow Immunochromatographic Assay (LFICA) test. It uses Legionella antibodies, tagged with red nanoparticles, which bind to any bacteria found in a sample or on a surface and makes them visible on a line on the device. The Hydrosense test detects Legionella pneumophila serogroup 1 (LpSG1), the strain of Legionella bacterium which causes 70-92% of all cases of infection<sup>4</sup>. Results are read after 25 minutes providing a qualitative answer for the presence or absence of the bacteria.

**The test works just like a pregnancy test. One line indicates a negative result and two lines indicate a positive result.**

Additionally, the test results can be stored and managed via the Hydrosense Smartphone App. The certificate of conducting the test can also be printed from the secure Hydrosense Pro Portal.

## What is Legionella?



Legionella pneumophila is a deadly pneumonia-causing bacterium, which if inhaled by humans, can lead to fatal respiratory diseases. It is naturally occurring and is widespread in ponds, rivers and other natural water systems. But when the bacterium enters water systems in the built environment, conditions can often favor and encourage rapid growth and can lead to explosive outbreaks of Legionnaires' disease and other related infections.

If water systems, such as cooling towers, whirlpool spas, air misters and showers are not well maintained, they can soon become serious biological hazards, putting customers, staff and the general public at risk. The business impact of an outbreak, from both operation and litigation standpoints, can be catastrophic and the consequences felt by victims and their families, heart-breaking.

## Case studies

### EPSCO COOLING TOWER CASE STUDY

This Hydrosense test was used to help engineers at EPSCO to maintain vigilant control on water system quality in cooling towers.

#### Cooling Towers

Cooling towers are ideal breeding grounds for heat-loving Legionella bacteria and while most owners of cooling towers are aware of their legal responsibility to assess and control the risk, complete eradication of the bug is extremely difficult. Cooling towers are especially high risk as they can spread aerosols over large distances, possibly infecting the neighbourhoods around them as well as those in close proximity to the tower itself.





## Legionella Control and Monitoring

The traditional method for Legionella testing is a Lab culture method which takes around 10-14 days to return the results. Sending water samples to the laboratory and waiting up to two weeks for the results is impractical and dangerous when you operate in a high-risk environment and need answers fast.

As a result, some companies have already started moving away from a complete focus on lab culture methods towards a more holistic, risk management approach that includes rapid, on-site testing.

To meet the needs of their customers EPSCO, a UK water management company, introduced the Hydrosense Rapid Test into their Legionella control and monitoring plan, in 2007. The test provides proof of efficacy of their routine and emergency cleaning. Once a contaminated cooling system has been treated, EPSCO uses Hydrosense to confirm that the treatment was effective. This prevents shutdowns, financial liability and reputational damage.

The Hydrosense smartphone reader is also well embedded in the company's post completion verification processes and is in fact a mandatory element of EPSCO's Cooling Tower cleaning and disinfection method. *'It gives our clients a peace of mind'* says Craig, operations manager at EPSCO. All engineers working at EPSCO agree that Hydrosense test has made their job much easier. The management team admits that delivering reliable results on-site in 25 minutes, adds extra value to their service offering and helps them to differentiate the company from competitors.

Craig believes that a new approach to Legionella testing is critical in the cooling towers sector and Hydrosense is a perfect addition to their services. *"EPSCO have used and supplied Hydrosense for the past 10 years both as a verification method for regular maintenance activities and for ongoing system monitoring purposes. This simple, easy to use test has become a valuable tool both to our clients and to EPSCO as providers of system critical services."*



## Join the movement

At Hydrosense we're working to reduce the risks attached to water safety worldwide. But we cannot do it alone. Our global partners allow us to reach people who need to protect themselves, their employees, customers and the public against Legionnaires' disease. By joining our partner programme you can drive positive change in the industry and raise the bar to better protect people from the threat of Legionella across the globe.

### Why don't you join us?

#### Hydrosense partnership program

We're looking for partners who recognise how important better Legionella testing is for global water safety and who get excited about the growing potential for improved water safety testing. We want partners who can identify and develop opportunities, who can demonstrate clear geographical or industry ownership and knowledge and are focused on differentiation and providing value-added services for their existing customer base.

### Does that sound like you?



#### Four distinct tiers

A unique package that fits your organisation perfectly (Choose from Bronze, Silver, Gold and Platinum)



#### Receive benefits, rewards and discounts

Each partner tier has specific rewards created to add value to your business model



#### Get hands on sales, technical and marketing support

We will take some work off your hands and let you focus on growing your business



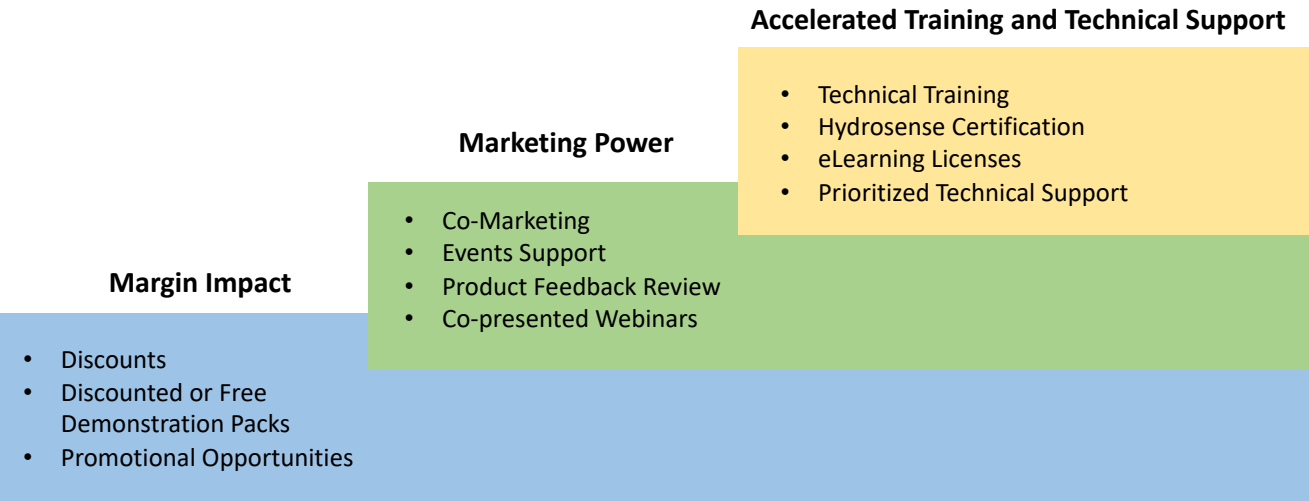
#### Receive Free Demonstration Packs

Free or Discounted demonstration packs will help you to assess market opportunities with minimal risk





Partnership rewards



Margin Impact

- **High discounts:** Make a real difference to your company’s bottom line.
- **Discounted or Free Demonstration Packs:** Create awareness with free or significantly discounted test kits for prospects and existing customers
- **Promotional Opportunities:** Free products to support your promotional campaigns and kick-start customer engagement.

Marketing

- **Co-Marketing:** Co-branded digital and print versions of the Hydrosense Legionella Lifesaver report
- **Events Support:** Co-attendance and funding at local and global industry events
- **Product Feedback Review:** Follow-up on product satisfaction with key customers by Hydrosense team
- **Co-presented Webinars:** Promote your company and co-host exclusive webinars presented by the Hydrosense team

Accelerated Training and Technical Support

- **Technical Training:** Technical training and support materials to bring your business up to speed
- **Hydrosense Certification:** Certification stamp on company website and certified status from Hydrosense
- **eLearning Licenses:** Incentivise and help customers learn about Legionella and the Hydrosense test with our new eLearning resources
- **Prioritized Technical Support:** Queries from partners will be prioritised by partner level and ahead of non-partner distributors

Business benefits

Hydrosense Features	Business Benefits
Hydrosense offers a new, innovative way to address Legionella risks while safeguarding duty holders from Lab Culture’s limitations.	Differentiate your business from competitors and disrupt your local market with innovation.
The Hydrosense test can be used to test any water of biofilm source in parallel with periodic lab testing. Lab Culture tests have low recovery rates, are slow and do not detect deadly Viable but Non-Culturable Legionella – The Hydrosense solution provides a safety net for these deficiencies.	Even if you already sell Lab Culture tests you can provide your clients with a more complete Legionella testing solution, reducing Legionella risks to a minimum. Lab Culture’s deficiencies are becoming well understood. Position yourself as a thought leader.
Hydrosense is simple to use, quality product.	Empower your whole team to create revenue events for your business while they use Hydrosense.
Hydrosense saves valuable time in identifying Legionella risk	Test and receive results while engineers are still onsite and help your customers to take immediate corrective action and protect their business from reputational and financial damage.





**Hydrosense innovation acts as a 'door opener' with new prospects**

Hydrosense is an innovative product which addresses many of the limitations of Lab Culture testing. The range can open doors and act as a great conversation starter. Many customers are already using it as a tool to successfully increase revenues by upselling and cross-selling other complimentary products and services.

**Hydrosense helps to identify when additional services are required**

If you test for Legionella on regular basis, you are more likely to detect the problem before it becomes a real threat to the business. This will allow you to sell additional products and cleaning services to your clients more frequently.

We recognise that your needs as a reseller of Hydrosense are unique. The nature of your business, your geographical reach and customer-base will all influence how you view and value elements of the Hydrosense Partner Programme.

You can expect a dedicated Hydrosense team ready to join you on the journey to growing new revenue streams, new insights and knowledge about Legionella and the testing environment and tangible benefits designed to improve your bottom line.

**Contact us at [info@albagaia.com](mailto:info@albagaia.com) for more information**

1. Cdc.gov. (2010). Legionnaires Disease Case Definitions | Legionella | CDC. [online] Available at: <https://www.cdc.gov/legionella/health-depts/surv-reporting/case-definitions.html> [Accessed 8 Jan. 2019].
2. Mercante, J. And Winchell, M. (2015). Current and Emerging Legionella Diagnostics for Laboratory and Outbreak Investigations. [online]. Available at: [https:// www.ncbi.nlm.nih.gov/pmc/articles/PMC4284297/](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4284297/) [Accessed 6 May 2018].

