Feb 6, 2020

Panasonic Enters into Central Water Purifier Business in Indonesia for Domestic Use of Well Water

- Using rapid oxidation process, this device eliminates hard-to-remove iron to provide clean water for safe and healthy life -

【Central Water Purifier】

【Central Water Purifier (Installed)】

Osaka, Japan - Panasonic Corporation today announced it will start selling its central water purifier for well water in Indonesia from April 2020. With this device that can remove iron and muddiness from pumped well water, the company aims to contribute to improving the lives of Indonesian people by providing clean water for domestic use.

In Indonesia, where the penetration of tap water is still low, water pumped from wells is widely used for domestic use. In 1988, the company started manufacturing water pumps under the National brand – later rebranded Panasonic - in Indonesia. Since then, the company has been developing new products that match the living environment and lifestyle of people, and the cumulative production reached 30 million units in April last year. Currently, water pumps made in Indonesia are also used in other countries in Asia, the Middle East and elsewhere in the world.

Well water in Indonesia often contains iron and looks cloudy, causing problems, such as changing the color of clothes affected by iron when used for washing and leaving stains in the bathtub or toilet. In order to solve these issues, Panasonic developed a central water purifier that can even remove iron, which was difficult to remove from well water. This new device uses Panasonic's unique rapid oxidation treatment technique to remove hard-to-get-rid-of iron in the ionic state. This device can also remove muddiness and supply purified water for domestic use for the household. Moreover, this water purification device has a structure that allows for easy maintenance by users; therefore, it is a low-cost, low-maintenance, and easy-to-install system.

Panasonic has established a dedicated new business unit at Panasonic Gobel Life Solutions Manufacturing Indonesia to start production of the central water purifier in March 2020. The products will be delivered to residential developers in April through Panasonic Gobel Indonesia, a Panasonic sales company in Indonesia.

With the launch of the central water purifier, Panasonic will be able to leverage synergies with the existing water pump business to contribute to further improvement of the lives of Indonesian people. The company will take full advantage of its ecology business, which involves clean air and water to help achieve a society in which people live a comfortable and healthy life.

<Features of Central Water Purifier>

1. Eliminates hard-to-remove iron and muddiness in a wide range of water quality

2. Compact size, low price and low running cost achieved by adopting rapid oxidation treatment method

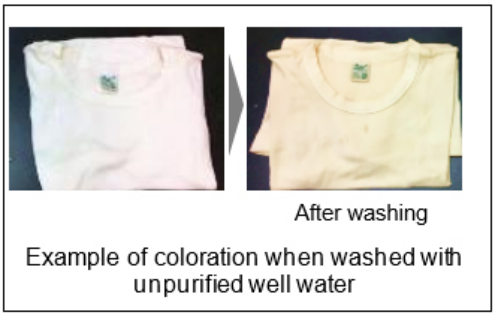
3. Maintains system performance level for a long period of time with simple maintenance by users themselves

Details of central water purifier

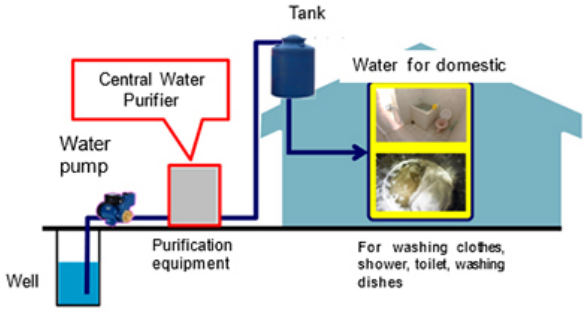
1. Eliminates hard-to-remove iron and muddiness in a wide range of water quality

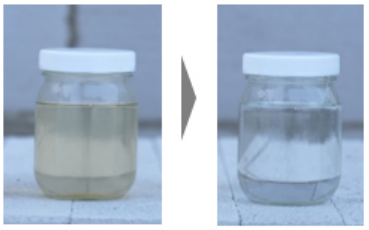
Well water in Indonesia often contains iron, causing problems such as changing the color of clothes when used for washing and leaving stains in the bathtub or toilet.

Panasonic's central water purifier uses its unique rapid oxidation in the pretreatment stages. The treatment converts the ionic iron in the well water into granules and removes it in the filtration section. With the efficient removal of hard-to-remove ionic iron and muddiness, well water can be purified, clean enough to be supplied for domestic use.



Example of coloration when washed with unpurified well water





Example of well water purification

2. Compact size, low price and low running cost achieved by adopting rapid oxidation treatment method

Conventional water purifiers have many problems because most of them use sand filtration, and they must connect multiple filters for clean water to be obtained. Therefore, they require a wide space for installation, and are not capable of completely removing ionic substances. In addition, maintenance must be handled by specialists, which results in high running cost.

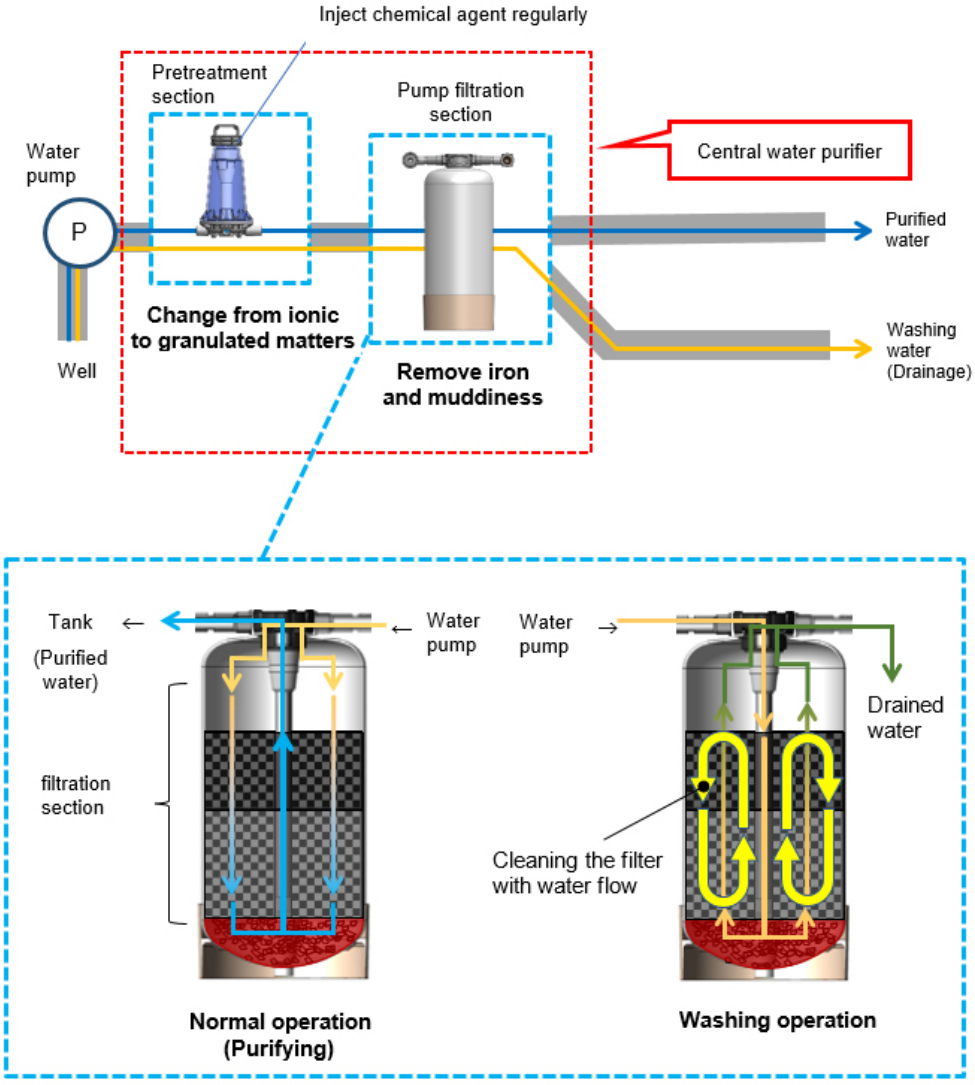
The central water purifier developed by Panasonic performs a unique oxidation treatment in the pretreatment unit, which makes the ionic iron granulate. Then, it filters water through a filtration unit which adopts rapid oxidation treatment

method. This approach has made the equipment smaller and cheaper compared to conventional systems. In addition, the filter section can be cleaned with simple maintenance by users themselves. As a result, the filter performance can be maintained for five years without replacement, resulting in low running cost.

3. Maintains system performance level for a long period of time with simple maintenance by users themselves

Panasonic's central water purifier can handle a wide range of well water quality in Indonesia. In addition, the filter performance can be maintained for a long period of time - no need for the replacement for five years - by washing the filter once a day by users themselves, which is a simple maintenance work, resulting in low running costs.

Configuration of central water purifier



About Panasonic

Panasonic Corporation is a worldwide leader in the development of diverse electronics technologies and solutions for customers in the consumer electronics, housing, automotive, and B2B businesses. The company, which celebrated its 100th anniversary in 2018, has expanded globally and now operates 582 subsidiaries and 87 associated companies worldwide, recording consolidated net sales of 8.003 trillion yen for the year ended March 31, 2019. Committed to pursuing new value through innovation across divisional lines, the company uses its technologies to create a better life and a better world for its customers. To learn more about Panasonic: https://www.panasonic.com/global.

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