

## **Unmet Needs in the Commercial and Industrial Markets**

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High tech diversification of US industry is spinning off many unmet needs in industries with bio, nano, health, sports, chemical, materials, and other niche words in their titles. Old line applications – boilers, cooling towers, process water, drinking water – all and more exist in a vast middle market that has been hard to reach. But that is changing and WQA is providing the vehicle for change. Small, local water businesses are the only ones with the expertise to reach these niches but they need networking and education. Censky will address the changes that are coming.