



March 2, 2015

Mr. Tal Journo  
HydroFLOW USA / GES  
15301 NE 90th Street  
Redmond, WA 98052

Dear Mr. Journo:

Congratulations! We are delighted to inform you that the Kitchen Innovations® Expert Panel of Judges has selected the *HydroFLOW® Water Conditioners* as one of the outstanding innovations to receive a 2015 Kitchen Innovations Award. This will be a great opportunity to showcase the *HydroFLOW® Water Conditioners* at NRA Show® 2015 as well as build awareness and interest across the foodservice industry.

Your product has been judged by an independent, expert panel of industry leaders who have found the *HydroFLOW® Water Conditioners* to be truly innovative in this industry. The panel consists of **Dan Bendall** (Principal, FoodStrategy, Inc.), **Martin Cowley** (Senior Manager, Design and Standards, Walt Disney Parks and Resorts), **William Eaton** (Chairman of the Board, Cini-Little International), **Foster F. Frable, Jr.** (Founding Partner, Clevenger Frable LaVallee), **Jim Krueger, Jr.**, **CMCE** (Chief, Air Force Food & Beverage Business Development & Strategic Initiatives Air Force Services Activity (AFSVA)), **Aaron LaMotte** (Director, Sodexo Performance Interiors), **Robert Marshall** (Vice President, U.S. Operations, McDonald's Corporation: Retired), **Steve Otto** (Director, Capital Equipment Purchasing, Darden) and **Kathleen H. Seelye** (Managing Partner, Ricca Newmark Design).

We look forward to working with you as we finalize plans and execute this very exciting program.

Sincerely,

Handwritten signature of Mary Pat Heftman in black ink.

Mary Pat Heftman  
Executive Vice President, Convention & Strategic Alliances

Handwritten signature of Jennifer Morris in black ink.

Jennifer Morris  
Vice President, Meetings & Tradeshows

Enhancing the quality of life for all we serve

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175 West Jackson Blvd., Suite 1500, Chicago, IL 60604 | (312) 715-1010 | (800) 765-2122

***Central Iowa KFC, Inc.***

P.O. Box 269  
14812 "N" Avenue  
Columbus Junction, IA 52738-0269  
Phone: 319-728-3282  
Fax: 319-728-2940



February 25, 2015

To Whom It May Concern,

Central Iowa KFC has been a family owned business for 47 years. We have 16 locations in Iowa and Illinois offering KFC, including 8 multi-brand restaurants featuring Taco Bell or Long John Silvers.

Some of our stores have an on-going problem with scale, which causes maintenance issues with our ice machines, Henny Penny food warmer cabinets, Bunn water heaters and other equipment.

We were approached in July 2014 by *HydroFLOW* Midwest to treat these problems by using *HydroFLOW* water conditioners, a non-chemical solution to both scale and bacterial problems.

We agreed to work with *HydroFLOW* Midwest and allow them to test their units on our equipment for a period of six weeks. Units were installed on July 30<sup>th</sup> after a careful evaluation of our location, which included documentation of the scale issues.

*HydroFLOW* Midwest returned every two weeks to evaluate the progress of the testing. Scale build-up gradually diminished over time and cleanup is now much easier and quicker. We have seen a decrease in maintenance issues while eliminating the water softener.

The *HydroFLOW* units are environmentally friendly, require no on-going maintenance and continue to perform. It is apparent the units will pay for themselves in as little as twelve months. I would recommend *HydroFLOW* water conditioners to anyone looking for a solution to hard water scale problems.

Sincerely,

A handwritten signature in black ink that reads "Kevin Schlutz". The signature is written in a cursive, flowing style.

Kevin Schlutz  
President

PENNSTATE



Hospitality Services  
The Pennsylvania State University  
The Nittany Lion Inn  
200 West Park Avenue  
State College, PA 16803-3598

814-865-8500  
Fax: 814-865-8501  
www.pennstatehotels.com

To Whom It May Concern:

The Nittany Lion Inn is a Penn State landmark and one of the state's premier leisure, meeting, and conference facilities. We offer 223 guest rooms, five executive suites, conference and meeting facilities, and two on site eateries. Since the inn was built in 1931 we had been fighting an expensive, losing battle against our areas extremely hard water. Inline scale sticks and filters did not eliminate limescale build-up in our steam producing kitchen equipment and ware washing machines, nor did expensive, non eco-friendly chemicals prevent scale build-up in our cooling towers.

Two years ago our local mechanical service provider, Joseph T Berrena Mechanicals, introduced us to HydroFlow electronic water treatment. Since installing devices on our steamers and cooling tower, scale related breakdowns, repair and maintenance expenses, and chemical treatment costs are a thing of the past. Our HydroFlow units are maintenance free, environmentally friendly, and have saved us thousands of dollars.

I would strongly recommend HydroFlow electronic water treatment to anyone suffering from problems with scale build-up in the hospitality industry.

Sincerely,

Jim (Smiley) Burket

Director of Facilities

A handwritten signature in cursive script that reads "Jim Smiley Burket".

THE PENN STATER  
Conference Center Hotel

THE  
NITTANY LION  
INN

Penn State is committed to affirmative action, equal opportunity, and the diversity of its workforce.