

JANE KUCERA'S REVERSE OSMOSIS MASTERCLASS AIRS 11.22.23

As families and friends gather for Thanksgiving, Scaling UP! H2O brings a special treat for water treatment professionals—an exclusive episode featuring **Jane Kucera**, Senior Technical Consultant-Industrial at **NALCO Water** and author of the acclaimed book "**Reverse Osmosis**." Scheduled for release on Wednesday, 11.22.23, this episode promises to be the ultimate guide for growing your Reverse Osmosis knowledge.

In this listener-requested episode, Jane Kucera takes center stage, guiding listeners through a comprehensive exploration of the intricacies of Reverse Osmosis (RO). The brilliant mind behind the definitive book on RO shares her expertise on a wide array of topics, from the fundamental applications of RO to the decision-making process of choosing it over other filtration methods.

Listeners can anticipate a wealth of insights as Jane unravels the secrets of sizing RO systems, explores the diverse landscape of membrane types available in the market, and demystifies the challenges associated with water recovery using reverse osmosis. Ever wondered about the optimal cleaning time, or if it's possible to clean in less than 12 hours? Jane's got you covered!

The episode extends beyond the technicalities to delve into how the value of water influences the adoption of RO technology. Jane also provides a forecast on emerging water technologies and offers insights into the next generation of RO developments, making this episode a must-listen for water treatment enthusiasts.

But that's not all! Jane shares her experiences, highlighting common mistakes encountered during consulting adventures and offering valuable advice for handling unfamiliar challenges. Whether you're a seasoned professional or just starting your journey in water treatment, this episode is your golden opportunity to understand reverse osmosis.

Bypass the post-feast drowsiness and indulge in a banquet of Reverse Osmosis wisdom! Join us by visiting Scaling UP! H2O's official website at scalinguph2o.com/339 or find us on your preferred podcast platform this **Wednesday, 11.22.23**. Transform your Thanksgiving travels into an enlightening and enjoyable experience.

About the Scaling UP! H2O podcast

The leading podcast for professionals in the industrial water treatment industry, providing easily accessible educational content for experts worldwide. Hosted by Trace Blackmore, CWT, former AWT President, and recipient of the Ray Baum Memorial Award, Scaling UP! H2O features groundbreaking weekly podcast episodes and daily digital content on social media platforms. With over 10,000 weekly downloads and a ranking in the **top 3%** of all podcasts globally by Listen Notes, Scaling UP! H2O delivers the very best digital content for professionals in the water industry. For more information on Scaling UP! H2O and to access previous episodes, visit scalinguph2o.com.

To request an interview or for other inquiries, please contact Executive Podcast Producer, Corrine Drury, at corrine@blackmore-enterprises.com

