

# Maximizing Water's Potential: Tech & Water Treaters in Perfect Harmony

ON THE SCALING UP! H2O PODCAST

**Learn about the profound impact of cutting-edge technology on the realm of industrial water treatment.**

Coming **February 16, 2024** – **Scaling UP! H2O**, the renowned podcast dedicated to the water treatment industry, proudly presents its latest episode, "Maximizing Water's Potential: Tech and Water Treaters in Perfect Harmony," featuring esteemed reverse osmosis specialist, [Dr. Kelle Zeiher](#) from [Garratt-Callahan](#).

Dr. Kelle Zeiher brings over 30 years of dedicated experience in the water industry and a distinguished background in chemistry to this enlightening episode. Join host Trace Blackmore as they explore the transformative synergy between cutting-edge technology and the indispensable role of water treaters in industrial wastewater treatment.

In this episode, Dr. Zeiher unveils the revolutionary Aqueous Reuse Optimization System (AROS), a groundbreaking solution that allows for multiple cycles of water usage. This technology not only addresses the challenges of water scarcity and environmental impact but also emphasizes the value of water treaters in maintaining equipment health and optimizing water usage.

## Key Takeaways:

- Understand the transformative impact of cutting-edge technology in industrial water treatment.
- Explore the groundbreaking AROS technology and its role in maximizing water treatment efficiency.
- Recognize the pivotal role of water treaters in maintaining equipment health, optimizing water usage, and contributing to overall sustainability.
- Gain insights into the challenges and solutions related to global water demand, shortages, and sustainable water management.

## SCALE UP YOUR KNOWLEDGE

“I help industries save money and keep their equipment in better health over the long haul. I help keep all of the water in our world safer and more readily available for people to use and enjoy” shares Dr. Kelle Zeiher. For water treaters seeking to enhance their expertise and contribute significantly to sustainable water usage, this episode offers a wealth of knowledge and inspiration.

Tune in on **February 16, 2024** for a journey into the future of water treatment, where technology and the expertise of water treaters harmonize to maximize water's potential by visiting [scalinguph2o.com](https://scalinguph2o.com) or search for “Scaling UP! H2O” on your favorite podcast player.

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## ABOUT GARRATT-CALLAHAN

Garratt-Callahan, a trusted partner since 1904, provides over 100 years of industrial water treatment products and services. The company's commitment to fairness, honesty, and integrity forms the foundation of client relationships. Specializing in water treatment services for dynamic systems like cooling towers, boilers, HVAC equipment, and more, Garratt-Callahan offers a comprehensive approach to water safety, on-site testing, customized treatment programs, expert consultation, lab analysis, equipment inspections, and regulatory assistance. With a long history of serving various industries, Garratt-Callahan continues to deliver expertise in addressing diverse water quality and system performance needs. To learn more visit [garrattcallahan.com](https://garrattcallahan.com)

## ABOUT THE SCALING UP! H2O PODCAST

We believe in providing FREE and easily accessible educational content for professionals working in the best industry in the world, industrial water treatment. Because of that shared passion, we air weekly podcast episodes, share daily digital content, and built a library of courses specifically for water professionals. For more information on Scaling UP! H2O and to hear episodes, visit [scalinguph2o.com](https://scalinguph2o.com)