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## **SANSOX NEXT STEP EASTWARDS**

### **FORMATION OF SANSOX MIDDLE EAST**

SansOx Middle East LLC (SansOx ME) will be created to market and represent SansOx technologies and products in the growing water treatment markets in the Middle East.

SansOx ME is responsible for marketing, selling, deploying and maintaining water treatment systems of the SansOx technologies, adapted to local customer requirements economically and by quality. Lebanon, Jordan and United Arab Emirates are the main market areas, but Iraq and Syria are potential countries for new market entries.

In the Middle East, availability of clean water represents a growing challenge for individuals, households and enterprises. The water distribution and operation systems need to be modernized, since they may date back from decades. Based on a market survey; production of household water, use of purified water in food and beverage industry, and treatment of industrial waste water and raw water represent spearhead sectors. E.g. removal of lime from household water would prevent water pipe clogging in Jordan and Lebanon.

SansOx ME holds offices in Beirut, Amman, and Dubai. The founder and executive chairman of the company is Hannu K. Kulju (Dr.Ing. Lich.Tech.) from Finland. Co-founders are S.H. Hammouri (B.Sc., responsible for marketing and customer relations) and Salim Zakharia (B.Eng., responsible for business in Lebanon). All persons are well-known business executives in the region. Mr. Kulju possesses remarkable experience in that area from companies like Kone Corporation. SansOx Ltd is also a co-owner of SansOx ME.

“There is a growing need for drinking water. E.g. in Amman, you cannot drink water from your bathroom tap, as we can in Finland. More efficient water purification and reuse require new innovations and practices.”, says director Hannu Kulju about SansOx ME activities.

The celebration of the 100th Anniversary of Finnish Independence in 2017 grants extra visibility in Middle East region for Finnish high-technology.

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“Masses of waste waters are generated in industrial processes that require efficient reuse treatment. Our EU awarded innovations OxTube and SaoxFuge, supplemented with our newest innovation VoxFlotation, perform 24/7 continuous treatment of process water. We can turn used water to raw materials according to the principles of Circular Economy and meanwhile, we can help in getting rid of odor disadvantages. In the existing systems by other suppliers they use large pools required by the aerating, and the oxygenation of waste water is not either performed in an efficient manner.”, explains Professor Juhani Pykkänen from SansOx Switzerland office.

SansOx Ltd, founded in 2012, is part of the Finnish Cluster of Cleantech Companies. We are dedicated into developing and marketing new innovative solutions and technologies for worldwide clean water market, according to the principles of Circular Economy and sustaining development. The products and systems work for potable water supplies, industrial water processes, sewages, mining industry, restoration of natural waters, and agriculture & fish farming in order to exceed biological growth. SansOx Ltd has been awarded twice the EU Innovation Award with its new applications, the OxTube and SaoxFuge, which are great for practical water supply and purification and for boosting of biological growth – and they work in pipe systems mostly without extra energy.

## Additional information:

Managing Director  
Mikael Seppälä  
[mikael.seppala@sansox.fi](mailto:mikael.seppala@sansox.fi)  
+358 500 603 020

Executive Chairman / SansOx Middle East LLC  
Hannu K. Kulju  
[hannu@sansoxme.com](mailto:hannu@sansoxme.com)  
+961 70 245 737 (Lebanon)

Communications & marketing  
Tate Vanhamäki  
[tate.vanhamaki@sansox.fi](mailto:tate.vanhamaki@sansox.fi)  
+358 50 5736 987

