

BY AIRMAIL
par avion

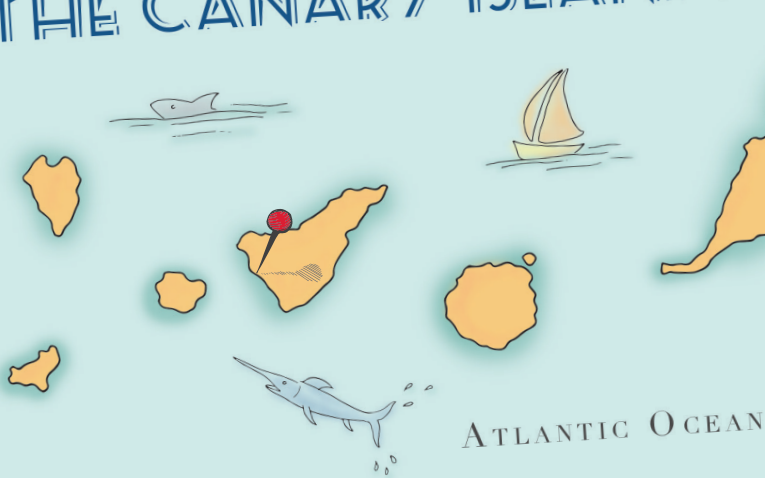


Vacationers Tip Their Glasses to

WATER

FRESH WATER is crucial for tourism and hotels. Due to the scarcity of this resource, some hotels have turned to desalinating seawater to provide high quality water for their operations.

Greetings from...
THE CANARY ISLANDS



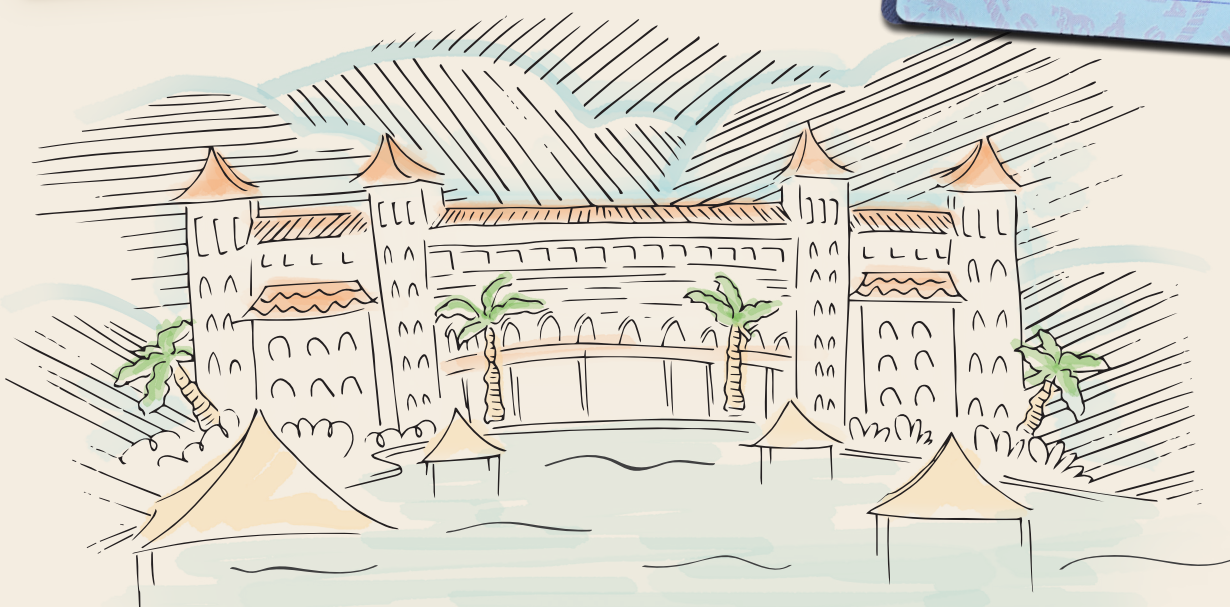
... where a hotel is using desalination technology to produce freshwater for hotel guests.



18
Entrées / Entradas **Visas** Departures / Salidas

The Luxury hotel is located on Tenerife Island

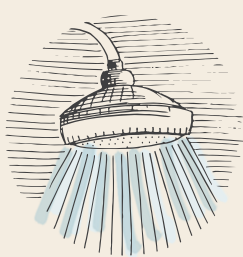
Tenerife receives more than **5 million tourists a year.**¹



THE HOTEL

brings in water through a beach well intake and desalinates seawater using Dow's FILMTEC™ and SEAMAXX™ elements in a hybrid design.

Water from the Atlantic Ocean is used in the hotel for:



x 354,900 gal
of seawater treated per day

&



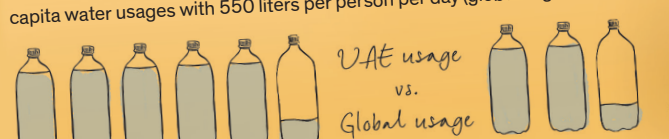
40%
of that is drinking water

DUBAI

HOTTEST MONTH
AUGUST ~ 96°F/35°C

COLDEST MONTH
JANUARY ~ 65°F/18°C

THE UNITED ARAB EMIRATES has one of the highest per capita water usages with 550 liters per person per day (global avg. is 250 liters)²



UAE usage
vs.
Global usage



AIR MAIL
PAR AVION

Form 2966
THE TEN MOST WATER-STRESSED COUNTRIES IN THE WORLD³

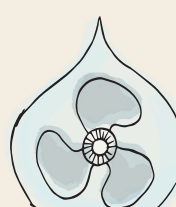
1. Western Sahara
2. UAE
3. Trinidad & Tobago
4. Singapore
5. San Marino
6. Saint Vincent & the Grenadines
7. St. Lucia
8. Qatar
9. Northern Cyprus
10. Malta

CUSTOMS DECLARATION.

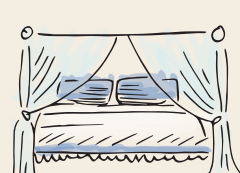


PARK HYATT DUBAI

uses Dow reverse osmosis and ultrafiltration technologies to filter wastewater.



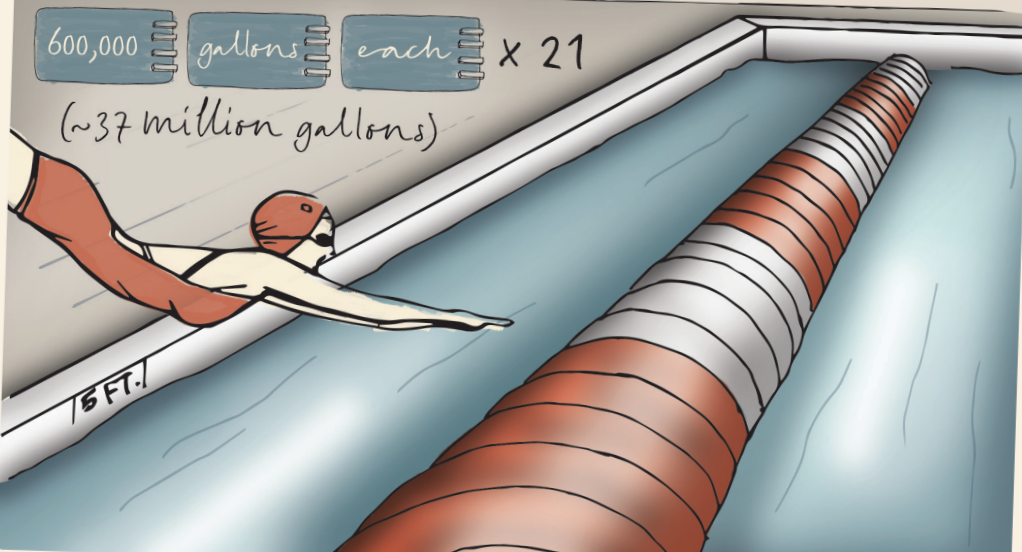
wastewater
is used to operate the resort's HVAC towers



x 225
luxury rooms & suites

62 The project has saved enough water in one year to fill **OLYMPIC-SIZED POOLS**

600,000 gallons each x 21
(~37 million gallons)



POST CARD

PLACE STAMP HERE
UNITED STATES AND CANADA
ONE CENT
FOREIGN, TWO CENTS

For more information go to
www.dowwaterandprocess.com

DOW

Sources:
¹ <http://www.todotenerife.es>
² Irrigation Systems in the United Arab Emirates," 3/20/14, EcoMENA
³ www.huffingtonpost.com/2013/12/13/water-stressed-countries_n_4434115.html

