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Central

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Drinking
Water

Our drinking water treatment systems with Reverse Osmosis (RO) can reduce the amount of trace pharmaceuticals in drinking water.

Water
Softeners

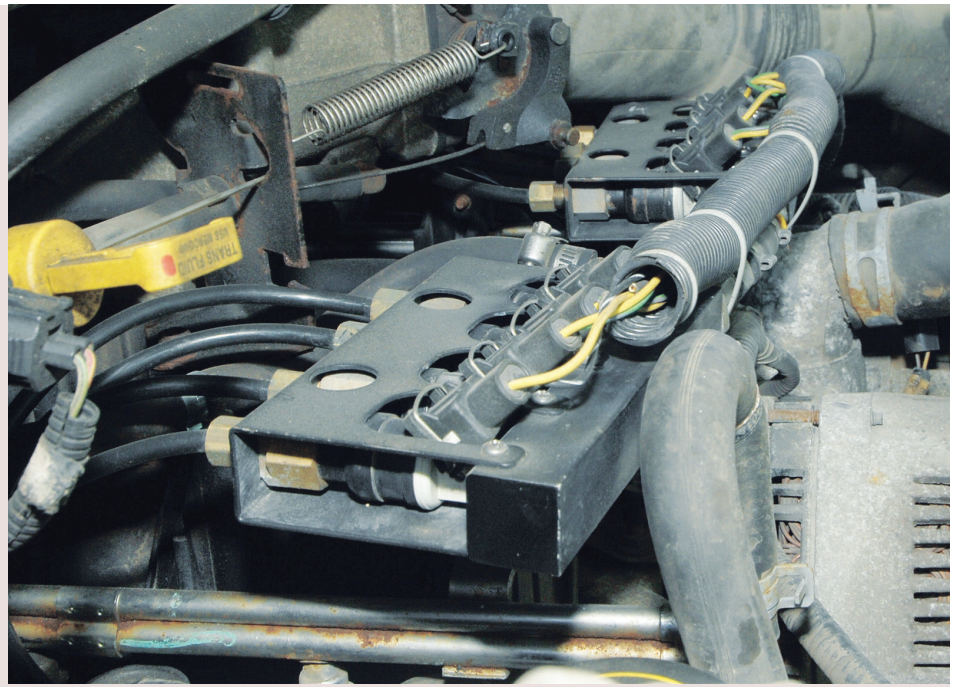
Remove calcium and magnesium from water for a difference you can feel. Our water softeners use less water and salt per regeneration.



KINETICO
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The modification on the vehicle is fairly simple, adding a set of injectors to the engine to accept the NH3 as it's injected into the manifold. The system is similar to modifications to utilize propane gas in a vehicle.

"The small unit we have will create about 10 litres of NH3 a day," said Gordon. "But we do have a larger unit in planning stages, which would make 1,000 litres a day."

So what are the negatives with NH3?

"I think it's perception. When someone says the word 'ammonia', everyone backs away, thinking it's toxic, dangerous and all sorts of dangerous, nasty things," says Gordon, "If you breathe it, it's as toxic as carbon monoxide. It will hurt your lungs. Yet people breathe in gas, and gas exhaust every day, and think nothing of it. It's a fear factor, nothing else."

"But the same people who are afraid of NH3 as a fuel will also pick up a bottle of household cleaner containing pure ammonia, and carry it in the car on the seat beside them, and drive home—it's still ammonia."

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Gordon has lobbied both provincial and federal politicians, and in November of 2008, he applied to appear on *Dragon's Den* on CBC television, to flog his invention. They called him in April of 2009, and asked a few more questions and invited him to come to Toronto to further investigate his invention.

"We drove down to CBC, showed them the vehicle we were driving with NH3, and explained the concept," said Gordon.

Two people met with him and listened to his presentation.

"When we went back to the table to sit down and talk, they must have had someone come along and say 'get rid of this guy'," said Gordon. "The one (girl) told me right to my face, 'One of the dragons is heavily invested in oil, and he vetoed you.'"

"I wouldn't have cared if they'd simply called me and said 'don't bother coming down— your product doesn't suit our show', but to tell me that— it just angered me."

At the same time, Gordon has sent registered letters to numerous politicians trying to gain government help, with virtually no answers at all.

"I heard from (Wellington-Halton Hills MPP) Ted Arnott," said Gordon, "And he steered me toward the MTO (Ministry of Transport) as they had some sort of a program available. The Ministry responded that the program was only available



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