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CONTACT:

Missy Hayes

missyh@splashlink.com

(440) 336-0328

SplashLink Launches Market Intelligence Series on Smart Water

Cleveland, OH, March 1st, 2018 – SplashLink, water’s online platform, is excited to introduce our new series of market intelligence reports, *The Emerging Era of Smart Water Adoption*, in which we analyze the adoption of smart water technologies and strategies throughout seven US regions. Unique to other products on the market, SplashLink market intelligence leverages the vast and growing core of data which passes through our systems to provide insights based upon the actual deployment of solutions and capital across the industry. As smart water adoption rises across the US market, what better time to provide these invaluable insights to this exciting opportunity?

"SplashLink’s approach to compiling industry intelligence totally changes the perspective of how we can track market growth and behavior," commented Earl Jones, former Senior Executive and Global Commercial Leader of GE Water & Process Technologies, and current CEO of Heartland Water Technology and Chairman of the New England Water Innovation Network (NEWIN). "Insights based on ACTUAL industry activity as it plays out over time just haven’t been available more than a few times per decade, and only after extensive and expensive research. These reports represent an invaluable tool for keeping a finger on the pulse of the water industry."

The Emerging Era of Smart Water Adoption series will include a standalone introductory piece that outlines global trends and overall US market demand, individual reports for each region of the US (Northeast, Mid-Atlantic, Midwest/Great Lakes, Central Plains, South, Southwest, and West), and a comprehensive overview of representative stakeholder experiences from across the US.

The first US regional report available for release in the new series, *Trends and Market Demand in the US Midwest/Great Lakes*, focuses on the adoption of smart water technologies and strategies within Illinois, Indiana, Michigan, Minnesota, Ohio, and Wisconsin. This report presents historical project demand data in the Midwest/Great Lakes region by technology, category, state, and requestor type. Additionally, the report evaluates data pertaining to undeployed funding opportunities available to the region that have potential application for smart water-related projects.

"This report is precisely what the smart water sector needs," said Amir Cahn, Executive Director of the Smart Water Networks Forum (SWAN). "By gathering extensive regional data insights on utility water strategies, highlighting business drivers for adopting smart water solutions, and offering strategic financial insights, SplashLink effectively addresses all the key stakeholders needed to advance the smart water sector."

To purchase the *Trends and Market Demand in the US Midwest/Great Lakes* report, click [here](#).

About SplashLink

SplashLink (www.splashlink.com) is the first online marketplace to support an entire range of project, financing, and sourcing needs for the highly fragmented and increasingly stressed global water industry. Whether dealing with industrial process water, municipal infrastructure or drought adaptation, SplashLink enables water-solution buyers and sellers quick and easy “one-stop shop” access to capital, collaboration, bidding opportunities, and market insights based on the actual behavior of the industry. SplashLink accelerates response to local and global water challenges by connecting industry players and opportunities with this innovative platform like never before.