

EXECUTIVE SUMMARY

# Cooling Tower Savings Report

## **Alternative Water Treatment Comparison to Save Water, Chemical and Maintenance Costs**

Independent Findings from the U.S. General Services Administration (GSA)  
Green Proving Ground Program, Department of Energy (DOE),  
and National Renewable Energy Laboratory (NREL)



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Independent Alternative Water Treatment Findings from GSA, DOE & NREL



**#1 Payback**

At GSA Avg. Water Costs<sup>1</sup>



**WATER USE**

**26% Savings**

23%-30% Est. Savings<sup>2</sup>



**MAINTENANCE**

**50% Reduction**

Reduced Labor & Scaling<sup>3</sup>



**CHEMICAL USE**

**90% Savings**

Eliminated Most Chemicals<sup>4</sup>

## Executive Summary

Facility and sustainability leaders face growing pressure to improve operational efficiency, meet ESG goals and minimize unplanned downtime.

Independent studies by the GSA, DOE and NREL confirmed that Clear Comfort's patented AOP (advanced oxidation process) water treatment for cooling towers delivers the highest ROI and fastest payback of all evaluated solutions. This proven approach helps cut costs and achieve sustainability targets without major system changes.

## The Solution

Unlike conventional chemical programs, the Clear Comfort, formerly Silver Bullet, patented Hydroxyl-Based AOP water treatment systems offer a non-invasive, low-maintenance solution validated by top government agencies.

### Why Facilities Choose Clear Comfort:

- **Reduce Water Waste:** Increase Cycles of Concentration and lower blowdown.
- **Cut Chemical Use:** Eliminate most chemicals; biocide only as needed.
- **Minimize Maintenance:** Reduce fouling, cleaning time, and system downtime.
- **Fast ROI:** Simple installation with payback in under two years.

## The Bottom Line

Clear Comfort's AOP helps reduce costs, advance ESG goals, and improve cooling tower system performance with minimal downtime-related risks. With proven results and fast ROI, it's easier to justify investments and show progress to stakeholders.

## Key Challenges

**Water Waste:** Up to 50% lost through blowdown to control scale.<sup>6</sup>

**Rising Costs:** Water, chemical and energy expenses keep increasing.

**Maintenance:** Frequent repairs and aging systems reduce uptime.

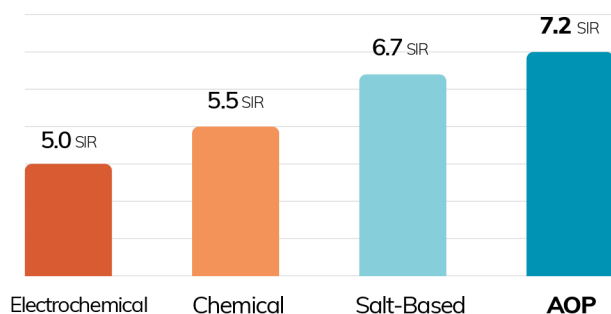
**ESG Pressures:** Difficult to meet goals without clear ROI and reporting.

## Verified Annual Savings

Metric	Results
Water Use	527,791 Gallons Saved (26% Reduction)
Maintenance Costs	\$2,522 Annual Savings
Water Costs	\$8,846 Annual Savings (GSA Avg. Rate)
Payback Period	2.1 Years
Savings-to-Investment Ratio (ROI)	7.2 (Highest of Evaluated Solutions)

## Savings-to-Investment Ratio (SIR)

Clear Comfort AOP Outperforms Alternatives



## Your Next Step

See your facility's savings potential tailored to your financial and ESG goals.

[See My Savings →](#)