

Media Notice

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IMMEDIATE RELEASE

Development of first all-natural green products in pool and spa industry recognized by Upsize Magazine

CREATIVE WATER SOLUTIONS AWARDED “BEST PRACTICE IN TECHNOLOGY & INNOVATION” AT ANNUAL BUSINESS EVENT; MOSS-BASED WATER CONDITIONING PROPERTIES VETTED BY SCIENCE, MEDICAL KNOWLEDGE AND SERENDIPITY

MINNEAPOLS, MINN., — November 3, 2008 — Never underestimate a chance occasion that leads to a breakthrough idea that can benefit people and the environment and help jumpstart a new business. That’s the message conveyed by Creative Water Solutions LLC (CWS, www.cwsnaturally.com), upon winning the “Best Practice in Technology & Innovation” category in the annual Business Builder Awards sponsored by *Upsize Magazine* in the Twin Cities and held Thursday, October 29 at the Earl Brown Heritage Center. CWS bested four other competing technology and Internet companies in the Technology & Innovation group. Other businesses competed for Best Practices in the areas of Customer Relations, People & Workplace, Community Impact, Finance and Operations and Communications and Marketing.

Creative Water Solutions discovered the water conditioning and cleaning properties of a species of Spagnum Moss that has been keeping the lakes of northern Minnesota clear and clean for eons and harnessed the moss as an agent to clarify swimming pools, hot tubs and spas that cuts chemical loads and maintenance times by half or more. Its first two products, SpaNaturally® and PoolNaturally®, are the first truly all-natural Green products in the \$3.2 billion pool and spa industry, almost all of which is chemically-based. The moss is currently being researched for applications in subsequent industries such as medical, industrial, water filtration and other areas.

“Creative Water Solutions stands out because its founders’ approach to innovation can be used by any growing company,” Beth Ewen, editor and co-founder, *Upsize Minnesota*: “Be open to new ideas; be creative in thinking about solutions; and be scientific in testing a hypothesis and adapting to results.”

“We are honored to be recognized by our peers in the business world for the work we’ve undertaken with this species of moss,” says Dr. David Knighton, who along with his business partner and biologist Vance Fiegel, co-founded the company in 2003. **Knighton told participants at the Business Builder event “that if we study nature, we learn what a great innovator it really is. However, there was a certain amount of serendipity in discovering the moss’ impact on water. But once we understood through years of research and testing that it could clarify water in hot tubs and pools, we knew it was viable for anyone who wants to enjoy their pool and spa without the irritating side affects such as dry skin and hair, burning eyes and unpleasant odors.”**

“Now we are exploring the science about how the moss works by looking at its impact on biofilm, the bacteria in water environments,” notes Fiegel. “The surge in biofilm research internationally has really fostered a far better understanding of how bacteria behave in water environments and will lead to the development of better methods of dealing with bacterial contamination in these systems.”

[A magazine article, a dirty home spa and a revelatory flight over the Boundary Waters](#)

Knighton, who is one of the world’s leading wound care specialists and an entrepreneur who has started four other successful businesses, first became curious about the moss after reading an article in *Atlantic Monthly* during a transatlantic flight about packing soldiers wounds with moss instead of cotton during World War I and how more survived in greater numbers. He later observed while flying over the Boundary Water lakes in northern Minnesota that they had an acute water clarity that southern lakes lacked. **After**

researching a species of sphagnum moss that was responsible for the silky water conditioning of the lakes “up north,” he tried some in his indoor Minneapolis swimming pool.

Fast forward to the roll out of SpaNaturally (2006) and PoolNaturally (2008). Today users across the country are enjoying the first, all natural and truly green products in their pools and spas.

“In the past, and even today, the majority of the money spent by homeowners was basically spent to throw chemicals at chemicals to balance pH, control algae outbreaks, condition the water and other time-consuming issues,” says Allan Schwartz, president of Creative Water Solutions. “This new system takes care of those problems the way nature has taken care of water forever.”

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