



A PUBLICATION FOR AREA CUSTOMERS WORLDWIDE



WWW.AQUATICLSS.COM

WWW.AREAINC.COM

WWW.MODERNAIRAERATOR.COM

Greetings Valued Customers:

We had a tremendous year in 2007 and none of our success would be possible without each one of our clients globally. I tend to always mention our clients in my greetings as I truly believe this is why we do what we do and any success that we are grateful to experience is because of you first and foremost. With that said - I hope that each of you have a great 2008 and we look forward to dealing with each and one of you. Our mission continues to be providing our clients with superior products/systems with exceptional customer service.

We are currently in the process of an expansion at our AREA Corporate Park that will include a state of the art production facility that will allow us to improve our production capabilities, research and development activities and to provide our clients with superior products. New products that we are pleased to introduce include our **Reverse Osmosis Systems, Clear Algae Tanks** and our **Transport Bags**. Please visit the *New Products Section* of our News Reel or visit our *What's New Section* at WWW.AREAINC.COM. Our team continues to work on several new products for 2008 - so continue to visit our websites for additional information or future issues of News Reel.

Our Pet/Aquarium Division is pleased to announce that our newest website WWW.AREAQUARIUM.COM has been launched for our clients in the Pet/Aquarium Industry. Our *On-Line Catalog* will also be available at the new website in January.

We are pleased to announce that we are involved in our Green Initiative. As you will read in this newsletter, our Green Initiative will be implemented in all phases of our operations. Our program encompasses everything from products that we will use such as HiE (Energy Efficient) Motors to the recycling programs that we have implemented from our company cafeteria to our shipping boxes. Our new production facility will also use energy efficient machinery and processes to allow AREA to do its part in helping the environment. Our company and employees take great pride in our responsibility to our clients and our environment - our effort is to continue to find ways that AREA can improve to aid in a healthy environment.

“WE ARE PLEASED TO ANNOUNCE THAT WE ARE INVOLVED IN OUR “GREEN INITIATIVE”... OUR GREEN INITIATIVE HAS BEEN IMPLEMENTED IN ALL PHASES OF OUR OPERATIONS ...”

In my last message I mentioned that we began working with the Make Wish A Foundation of South Florida. Our goal is to grant a minimum of four (4) wishes in 2008 to children (and their families) that are suffering from a life threatening illness. We will be donating portions of each sale to go towards this effort and we will also have opportunities to donate to this wonderful program by visiting our booths at tradeshow that we participate in worldwide. We are blessed and privileged to be able to work with such an important organization and it is such a great opportunity to make a difference in a child's life (and their family) as they deal with such tragedy - it truly shows you what is important in this life. We hope that you can join us in this campaign and you will see more information at tradeshow that we attend and in future issues of our News Reel. We will continue to update you on the wishes that we will be honored to grant.

Remember to visit our useful websites which include www.areainc.com (Corporate Website), www.aquaticlss.com (Zoological/Public Aquarium), www.areaaquarium.com (Pet/Aquarium) and www.modernairaerator.com ('Modern Air' Aerator). Our websites provide useful information for each respective industry - 24 hours a day/7 days a week. If you would like to see anything specific published in our newsletter, please forward your comments to info@areainc.com.

Best Regards,

Jason E. Mulvihill

Jason E. Mulvihill
President, **AREA**



To Order Any Of Our Products/Systems Or To Request FREE Systems Design Assistance, Please Call 800.257.2732 (AREA); FAX 305.248.1756, or E-MAIL info@areainc.com.

AREA'S "GREEN INITIATIVE"

In an effort to play its part in the world's effort to improve the environment - employees at AREA requested to establish the *Green Initiative*. The *Research and Development Division* has been working diligently with vendors to improve the energy efficiency of its products that utilize motors and environmentally friendly raw materials. The new production facility being built adjacent to AREA's Corporate Headquarters will also feature efficient and environmentally friendly machines and production processes.

The Green Initiative at AREA is a long range plan with multiple layers. Not only is AREA improving products to provide increased efficiencies - but AREA Corporate is also instituting practices in all Divisions from Shipping to its Cafeteria. Recycling programs have been instituted and recycled packaging is being used in all shipments and recycling programs in its cafeteria. Only vendors that have recycling programs have been selected in all phases of AREA's operations.

REVERSE OSMOSIS SYSTEMS

Our **Reverse Osmosis Filters / Systems** are used to significantly reduce levels of dissolved minerals, colloids, particles, organics and silica in water. Our units and systems are designed to fit any need in any industry. Some of our clients include Aquaculture Facilities, Zoos, Public Aquariums, Car Washes, Wastewater Treatment Facilities and more.

Each unit is manufactured of the highest quality components providing for efficient and effective operation with tremendous durability providing for years of use.

Our **Reverse Osmosis Filters/Systems** are available from 250 gpd (gallons per day) to 10,000 gpd (gallons per day). Each Reverse Osmosis System comes complete and ready for operation. We have two (2) series of systems which include our ROB Series and ROA Series.

Custom sizes are available - consult with an AREA Technical Representative for assistance. FREE Systems Design is available for all systems and equipment. Designs include Complete Manifold Drawings, Proforma Invoice and Systems Analysis.



CHLORINE/BROMINE SYSTEMS



Our **Automatic Chlorine/Bromine Feeders** are the most efficient and cost effective units in the industry. Each unit is NSF approved and offer significant benefits that include:

- **Completely Enclosed System**
- **No Special Venting Required**
- **No Escaping Gasses**

There are several different models available that include our *In-Line Feeders*, *Off-Line Feeders* and our *Commercial/High Capacity Feeders*. Our **In-Line Feeders** are for permanent installation in return lines of new or existing systems. The unit(s) are to be installed in the return line on the pressure side of the pump downstream of all equipment.

Our **Commercial/High Capacity Feeders** are for large capacity requirements (Up to 61,000 Gallons with Bromide and 332,000 Gallons with Trichlor).

We also offer a complete line of accessories for each of our feeders that include *Extensions*, *Flow Indicating Devices*, *In-Line Check Valves*, *By-Pass Valves*, *Silicon Lubricant* and *Tubing*.

As with all of our products, we offer **FREE** systems design. Please consult with an *AREA Technical Representative* for sizing assistance, integration with a current system or a new system.

SECOND GENERATION BLOWERS

Our **Second Generation Blower Line** allows regenerative blowers to operate where they traditionally could not due to depth and/or pressure limitations. The *Second Generation Series* of our Rotron Regenerative Blowers are the largest and complete line of high pressure - high volume blowers in the world.



Our *Second Generation* line of Rotron Blowers are capable of pressures to 10+ psig (60 Hz) and 9+ psig (50 Hz). Rotron Regenerative Blowers are the most *Dependable*, *Quiet*, *Low Maintenance* and *Oil Free* source of air for virtually every application.

Each Rotron Regenerative Blower is...

- Manufactured in the USA
- TEFC Motor Standard
- Cast Aluminum Housing, Dual Impellers And Cover
- Motor With Permanently Sealed Ball Bearings
- Inlet And Outlet Internal Muffling
- Quiet Operation Within OSHA Standards

As with all Rotron Regenerative Blowers, there are a number of Options and Accessories available to meet your specific needs. The Options and Accessories available include:

OPTIONS

- Special Horsepower And Voltage Motors
- XP (Explosion Proof) Motors Available
- Belt Drive (motorless) Models Available
- Special Coatings (Anti-Fungal, Etc.) Available

ACCESSORIES

- External Mufflers
- Inlet And/Or In-Line Filters
- Pressure Relief Valves
- Pressure Gauges
- Variable Frequency Drives

As with all systems, we provide FREE Systems Design. Please contact our *Technical Representatives* today for assistance.

AREA WEBSITES

In an effort to provide our clients in each industry with the best customer service and superior products - we have established websites for the industries we serve. Our websites provide our clients with information related to their specific industry needs while also maintaining our Corporate Website that is full of information and tools including our On-Line Catalog.

Below is a list of our current websites that have already been launched. Continue to check back as our Marketing Department continues to improve upon each website with additional features.

Our current websites includes:

- **WWW.AREAINC.COM** (Corporate Website)
- **WWW.AQUATICLSS.COM** (Aquatic Life Support Systems)
- **WWW.MODERNAIRAERATOR.COM** (Aerator Website)
- **WWW.AREAQUARIUM.COM** (Pet/Aquarium Website)
- **WWW.AREAINC.COM** (Corporate Website)

We have additional websites being launched in Quarter 1 of 2008. We will continue to update you in future issues on our new websites.

ASK AN AREA TECH

ISSUE:

WHAT IS THE BEST MEDIA TO USE IN OUR SAND FILTER?

Thank you for asking. With the innovations in filtration, there are many media options - most of which depend on your applications specific needs and requirements. In addition, there are some medias that are designed for specific purposes which we will discuss.

Some of the media options include Sand, Carbon, Beads, Crushed Glass, Multi-Media, Resin and Manganese Greensand. Medias such as Sand, Multi-Media and other granular type medias are used primarily for solids filtration. Medias such as Carbon are used to "polish" the water by removing dissolved organics, chlorines, antibiotics, ozone and others. There are also Medias such as Manganese Greensand that is used to reduce Iron and Hydrogen Sulfide or Ion Exchange Resin that is used to absorb Ammonium Ions.

Sand Filters are ideal housings as they can be used for a number of various purposes and can also use various medias as required. There are also custom filters available should your application require same. One key factor to always account for is the published flow rate of the filter vessel. The flow rates for filters are based on clean water - you always want to factor in the type of fluid you are using and ensure that has been accounted for to ensure proper filtration and operation.

When you have a filtration requirement - consult with an AREA Technical Representative for sizing assistance. Our qualified systems designers will size out the system based on your needs and will provide Complete Manifold Drawings, Proforma Invoice and Systems Analysis.

INEXPENSIVE METERS

Our new lines of YSI pH and DO Meters provides for an inexpensive solution to measuring common water quality parameters. Our new line of meters include our DO200, pH100 and the pH10 Pen.

Our **YSI DO200** is an economical version of our standard DO Meters. This unit is splash resistant (IP-65) and includes a large LCD display. The display will show ppm or percent saturation and temperature (°C only). Each unit also features a screw on cap membrane and pressure and salinity compensation. *The Probe, Cable, Electrolyte Solution and Membranes are sold separately.*



Our **YSI pH100** is also an economical version of our standard meters and measures pH, mV, and Temperature. Each unit features a large LCD display that depicts pH or mV and temperature. All **pH100 Meters** include internal buffer recognition and auto/manual temperature compensation. Each meter comes with a hard sided carrying case and buffers. *Please note that the Meter and Probe are sold separately.*



Our **YSI pH10** is the most economical and durable pH tester ever developed. Our pH 10 features one hand operation, 50 set memory and a very low cost! Each unit will measure 0 to 14.00 with an accuracy of ±.02 and is also waterproof (IP-67). Some of the amazing features include Automatic Temperature Compensation, Auto Buffer recognition with 1, 2, or 3 Point Calibration, and a Replaceable Electrode. Each unit also has a 'Hold' feature that locks readings on display with instructions.

All units feature a *1 Year Warranty on Meter (6 Month on Electrode)*. Call today for pricing or additional information - our Technical Representatives will be happy to assist you in selecting the ideal unit based on your needs.

PAST ISSUES - NEWS REEL

If you missed an issue of AREA's News Reel - all issues are on our Corporate Website - WWW.AREAINC.COM. Please click on the Newsletter Section and scroll down to all past issues. If you wish to have a hard copy - please contact our office and an issue will be sent. Our Corporate Library has issues of each News Reel ever printed - in the event past issues are requested.

'MODERN HEAT' HEATERS

As winter is here - heating of various solutions is a necessity. Our **'Modern-Heat' Titanium Heaters** are the most complete line of heaters in the world. We offer heaters from 500 Watt to 12,000 Watt and we can also provide larger custom heaters. We also offer heaters in various forms that include Straight Tube, In-Line, Submersible, L-Type, Serpentine and more.



Our most popular are our Submersible Heaters as they the most versatile. Our Submersible Heaters are designed to be completely submerged in the tank and also come with floats that will turn the heater off should the water level drop. All heaters come ready to install and are equipped with a Digital Controller, Cord and Plug. All you have to do is plug it in.

Heaters are available in World Voltages which include 115/230 Volt, 230/460 Volt, 1 Phase or 3 Phase and 50 Hz or 60 Hz.

Markets that are ideal for our Submersible Heaters include:

- Aquaculture
- Koi Ponds (For De-Icing)
- Water Features
- Zoo/Public Aquarium Exhibits
- Plating

We offer FREE Systems Design for all systems. Please contact one of our Technical Representatives for sizing assistance today. We will make sure that you heater is sized based on your specific needs.

MP MULVIHILL AQUACULTURE STUDENT SCHOLARSHIP

There is still time to apply for the MP Mulvihill Aquaculture Student Scholarship - it will be awarded at Aquaculture America in February 2008. For more information and to apply - please visit WWW.WAS.ORG and visit the Student Chapter section for information on the MP Mulvihill Scholarship and other wonderful scholarships available.

The MP Mulvihill Aquaculture Student Scholarship is a \$1,500.00 Scholarship awarded annually to a deserving Aquaculture student to allow he/she to further their education.

The scholarship was created by AREA and its President Jason Mulvihill to honor Michael and Paul Mulvihill who were pioneers in Aquaculture and were dedicated to the industry and to helping others.

If you miss the opportunity to apply for this years scholarship - please visit WWW.WAS.ORG in the future for next years application or feel free to call AREA's Corporate Office at 800-257-AREA (2732) and an associate will be happy to provide you with additional information or assistance.

It is a pleasure for us to provide this scholarship to allow Michael and Paul Mulvihill's legacy continue each year and we hope that you apply this year or in the future - Good Luck!

ALGAE TANKS



We offer a wide variety of **Clear Fiberglass Tanks**. Each tank is manufactured from the highest quality fiberglass and resin with no filler added. Each tank is clear (99% Light Transmission) and hand made providing for years of durability.

Our **Algae Tanks** provide for tremendous advantages and durability. Our standard sizes are available from 23 Gallons to 725 gallons. Our **Conical Tanks** are perfect for algae and rotifer culture and are available in sizes from 25 Gallons to 500 gallons.

We also have complete Aeration Systems for algae rooms. In addition - our High Purity Intake Filter/Silencers provide for high quality air by using HEPA Filter Elements that are designed specifically for Algae Rooms, Laboratories and areas where clean air is critical to operation.

We can also custom manufacture any size tank required based on your specific needs. Contact an *AREA Technical Representative* for assistance and pricing.

Visit Our Websites ...

WWW.AREAINC.COM

WWW.AQUATICLSS.COM

WWW.AREAQUARIUM.COM

WWW.MODERNAIRAERATOR.COM

TRADESHOWS

We will be exhibiting at a number of Tradeshows and Conferences in the 1st quarter - please stop by our booth if you are attending as we would like to visit with you. The conferences we will be exhibiting at in Quarter 1 are:

- Aquaculture America (Orlando, FL) February 9-12
- AALSO (Baltimore, MD) March 16-19

We look forward to seeing you and showing you our new products and discussing your current or future projects.

AREA IN THE MEDIA

AREA President - Jason Mulvihill was interviewed on the radio show Koi Club Of The Air that is hosted by John Hawley and Toto Todorsky on December 15. He was asked about the company and its new Co-Op Program for associations and organizations in the Koi Industry. The interview is great and very insightful regarding products and services for the Koi Industry.

You can hear the interview today by visiting WWW.KOICLUBOFTHEAIR.ORG and scroll down to the interview.

If You Ever Require Technical Assistance, Our Technical Representatives Are Always Available At 800-257-AREA (2732). Further, We Offer FREE AERATION, WATER PUMPING, WATER FILTRATION, HEATING and CHILLING Systems Design. This Will Insure you have the Most Efficient and Cost Effective System You Can That Is Specific To Your Application And Facility!



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News

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CALL TODAY FOR YOUR FREE CATALOG!