

Water solutions group will broaden its reach

Water solutions group Agrilink has a new corporate identity and aggressive plans to expand its presence into new markets.

Agrilink will be known as AquaSpy Group. This name change consolidates the company identity around its biggest selling product and provides a platform for expansion into markets beyond its traditional base in agriculture.

AquaSpy Group designs, produces and distributes moisture sensors and smart information technology which saves water, maintains optimum plant health and demonstrates a return on capital investment within a few months.

There are more than 50,000 AquaSpy sensors in use around the world.

"Our new identity sends a powerful message that AquaSpy Group is positioned to provide immediate solutions for people who want to save water, save money and reduce their ecological footprint," said AquaSpy Group chief executive officer Nigel Hennessy.

"We have a robust and growing customer base in agriculture across the US and Australia and our expansion into the commercial, government, sporting and urban sectors will meet strong demand for smart water management technology in each sphere."

AquaSpy Group is based in Adelaide, South Australia and has two offices in Santa Rosa and Santa Ana, California. It also has staff based in a number of strategic areas around regional Australia and regional America. Government and industry in each market were focusing intensely on diminishing water supplies.

"There is a lot of talk about water conservation and drought, but the debate inevitably turns to water restrictions and water trading," Mr Hennessy said.

"With 70 per cent of all water used in the irrigation of farms, golf courses, commercial and domestic applications, any saving we make can help."

Visit AquaSpy's website at www.aquaspy.com or contact Richard Sproull at Michels Warren on 08 8267 6888.

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