



October 2, 2018 - NEWS

Accelerating our client's sales: Orège secured its first sales in the UK with Anglian Water and Wessex Water, working with Amane Advisors' Commercialization team

In September, Orège announced the sale of two integrated mobile sludge reduction solutions to Anglian Water, one of the largest utilities in the UK serving over six million domestic customers. At a total value of around £400,000, this represents Orège's second sale in the UK, following their first sale to Wessex Water in June. These references with two leading water companies in the UK give Orège a foothold to expand into UK's growing market for sludge management solutions that reduce operational costs and environmental impact.

Orège's integrated SLG® + Flosep Solutions helps industrial firms, operators and municipalities reduce operating costs by reducing the volume of sludge transported by over 50% as well as reducing the number of tanker journeys.

Anglian Water's Operations Director shares: "The overall Opex costs of sludge haulage within the Anglian region are high, driven by our population distribution and the fact that we have the largest geographical area of any water company to cover in England and Wales, with over 1,000 water recycling treatment works producing sludge on a daily basis".

Amane Advisors played a critical role in helping Orège sell its solution to Anglian Water, through the creation of a strong value proposition for the early adopters of the UK Water Utilities, providing access to decision makers and supporting from negotiations through closing of the first sales.

"It is always an exciting moment when one of our clients closes their first sales with our help in a new market. It is a long and arduous road for innovative companies to reach these first milestones and this demonstrate how our Commercialization teams can bring great value. One of Amane's mission is to accelerate the adoption of valuable innovation in the water industry. What better way to do this than helping innovative companies to generate revenues." stated Thierry Noel, Founding Partner of Amane Advisors.

About Orège

Orège is an international cleantech firm specialized in the development, manufacturing and marketing of treatment solutions for municipal and industrial sludge and complex effluents. With bases in France, the US and the UK, Orège supports its clients in a dozen countries around the world.

www.orege.com

About Amane Advisors' Commercialisation Services

Amane Advisors is a global advisory firm dedicated to the water industry, bringing services to its clients on all matters relating to their growth. Our clients range from multinationals, institutions and investors, to innovative start-ups and technology companies.

For commercialisation, we create effective marketing and sales programmes, connect you with early adopters, customers, influencers and partners to accelerate your sales as you enter a new market and expand globally.

www.amaneadvisors.com

Media Contact

contactus@amaneadvisors.com