

Amiad – Clean Water, Clean Technology

Food, water and fuel are the three fundamental necessities of life, and they are closely connected. When fuel prices go up, for instance, growing and shipping food becomes more expensive, as does filtering clean water for people to drink.

With water becoming increasingly scarce and energy increasingly expensive, more water users are becoming aware of the importance of reducing their “water footprint,” as much as they reduce their carbon footprint.

Amiad Filtration Systems is using innovative technology to deliver clean water with clean technology – to help agricultural, industrial and municipal water users make the most of a scarce resource with the smallest possible environmental footprint.

The company, whose headquarters are in Israel, was established in 1962. Through its North American headquarters in Oxnard, Calif., Amiad has been serving customers in the U.S., Canada and Mexico for the last 20 years. Amiad pioneered automatic self-cleaning screen filtration technology, and continues to lead the industry in highly efficient,

low-maintenance filtration systems.

Amiad Systems uses no chemicals or polymers, a bare minimum of back flush water and reduced energy demand. Many of the company’s systems don’t even require electricity. The whole idea, after all, is to deliver clean water, using clean technology.

Amiad offers a full line of filtration solutions including plastic, steel, disk or thread, manual to fully automatic and filtration levels from 3500 microns to 2 microns. Applications include agriculture and landscape irrigation, aquaculture, industrial water processing, industrial wastewater treatment, municipal water treatment (drinking and waste treatment) and pre-filtration to protect costly media and reverse-osmosis systems.

Amiad also prides itself in its commitment to customer service. The Oxnard-based technical, sales, marketing and customer service team supports Amiad’s field sales staff, manufacturers representatives and supply chain.

For more information, log on to www.amiadusa.com, or call toll free at (800) 969-4055.

Water is Life









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Carol Coley Speaks of Plants and Adventure

“I have a passion for growing plants and motivating people to experience the pleasure of gardening,” says Carol Coley, owner of Carol’s Greenhouse & Gardens.

For consumers who are interested in Carol’s plants, this is good news.

“I have made a goal to travel

the world researching and collecting unusual plants to supply the local markets. Some times these trips take me to unusual locations and provide adventures beyond the normal market tours.”

But one look at some of the plants that these outings have yielded and you can understand

why she is willing to go to such great lengths to get them.



Her trips to places like Peru provide many plant varieties that work in the local markets. These are plants that might be new varieties in the industry or plants that are not readily produced or supplied in the local area. While these plants tend to be more expensive plants, they also create unique and luscious

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