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Society of Plastics Engineers Gets First-Hand Look at Revolutionary WaterBrick Container at Akron Technical Meeting

AKRON, Ohio (March 4, 2009) – WaterBrick, a unique, industrial strength container, received special recognition at the Akron group technical meeting of The Society of Plastics Engineers (SPE).

Representing the keynote presentation for FPM Tooling & Automation (FPM), “Mold Building for Today & Tomorrow,” SPE Blow Molding Division Director, Daryle Damschroder, profiled the revolutionary properties of WaterBrick and the decision to use high-density polyethylene (HDPE).

WaterBrick is a patented plastic container capable of delivering water, food, fuel or medical supplies to disaster zones or developing countries. Once emptied, the interlocking “bricks” can be assembled to build safe and durable housing, schools, medical facilities or defense positions. The material used must be extremely durable because WaterBrick was designed to be palletized and air-dropped anywhere around the world.

“One of our biggest challenges in developing the WaterBrick was determining the perfect specifications for size, weight, durability and, most importantly, material,” explained WaterBrick founder and inventor, Wendell Adams. “We challenged **the team at FPM Tooling & Automation** to help us finalize the design and choose the most appropriate type of plastic to meet the high standards we set for WaterBrick.”

“WaterBrick is one of the most innovative uses of plastic I have ever seen,” said Damschroder, **FPM’s North American consultant**. *lead plastics engineer and designer for WaterBrick* “It’s a brilliant product offering one simple solution for people in need of food, water and shelter. **FPM** were hired by Mr. Adams to review the original design and determine if it was viable for blow molding and what material would be best to satisfy the specifications for this inventive multi-use product.”

FPM Tooling & Automation recommended HDPE with a high content of UV stabilizers to protect the contents from extreme sunlight. HDPE has inert properties, which conform to FDA regulations to carry food and water for human consumption. Additionally, HDPE is extremely tough and can withstand the abuse of being air-dropped and potential military applications. This material will not weaken under harsh conditions and can handle a wide range of temperature extremes from –40° F to well above 100° F climates.

John Snodgrass, head of the Engineering Team at FPM, completed a re-design of the original container to meet the required volume of 3.4 gallons and made appropriate changes in corner radii to achieve a more uniform wall thickness. After initial sampling, the weight was reduced from 1,200 to 900 grams while maintaining the WaterBrick’s integrity. This adjustment alone will provide a considerable cost savings for the manufacturer and end-user.

“The WaterBrick concept caught **our** attention from the start and **we** truly enjoyed playing a part in this project,” said Damschroder. “It just makes sense. The WaterBrick provides much-needed water and then can be transformed into a shelter at a minimum cost. Imagine the difference it would have made if WaterBrick had been available following Hurricanes Katrina and Rita.”

About WaterBrick International, Inc.

WaterBrick International is a Florida-based corporation that created a unique, bulk water delivery system in response to the world’s water crisis. The WaterBrick container provides safe water, food and other essentials, necessary to sustain life. Once emptied, it can be refilled with sand or dirt and reused as building blocks to build shelter for those in need. WaterBrick can be air-dropped into any civilian, disaster relief effort or military operation needing water, food, shelter or defense positions. For more information, please visit

www.WaterBrick.org.

About SPE

The Society of Plastics Engineers (SPE) is the premier source of peer-reviewed technical information for plastics professionals. Founded in 1942, SPE takes action every day to help companies in the plastics industry succeed by spreading knowledge, strengthening skills, and promoting plastics. Employing these vital strategies, SPE has helped the plastics industry thrive for over 60 years. SPE has become the recognized medium of communication among scientists, engineers, and technical personnel engaged in the development, conversion, and application of plastics. For more information, please visit www.4spe.org.

About FPM Tooling & Automation

FPM Tooling & Automation (FPM) is a Ohio-based turn-key facility with over 40 years in the plastic's industry. FPM has developed the expertise to design and manufacture state of the art molds, robot cells, finishing fixtures and check gages. For more information, please visit www.molds-fixtures-gages.com.

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