

FujiClean: 'Our mission is to protect global water resources'

FujiClean has developed its Aerobic Treatment Unit (ATU) as an innovative solution to treat domestic wastewater. This effort will not only improve the water environment, but also alleviate water shortages by recycling wastewater.



With a high-density population and paucity of land, the Japanese have historically been forced to dispose of domestic wastewater into waterways rather than into soil absorption systems, such as leach fields. To avoid this obvious environmental hazard, the onsite treatment industry in Japan has needed to build a robust, competitive, and innovative sector. The result is the technology of the Aerobic Treatment Unit (ATU), developed by FujiClean.Co.,Ltd, now a leading international player.



Kaichi Watanabe,
Chairman,
FujiClean.Co.,Ltd

"We have introduced our products to the global market when often there is no familiarity with

our kind of product: the Aerobic Treatment Units. Therefore, we've always needed to listen to requests from our customers and to meet their needs," says Kaichi Watanabe, chairman of the board of FujiClean. "We do not produce septic tanks, which are still commonly used all over the world. We produce ATUs which inject air into wastewater to activate micro-organisms which purify water very efficiently. Our ATUs can be installed alone or attached to traditional types of septic tanks in order to upgrade performance. For example, when conventional systems were causing

coastal water pollution in Long Island, New York State, the FujiClean system was reported by Suffolk County to be one of the most effective systems to upgrade them."

Founded in 1961, FujiClean.Co.,Ltd now has 500 employees, manufactures 50,000 systems annually, and has over two million systems installed and operating in Japan. The company has recently begun to expand worldwide and now has subsidiaries and dealers in Australia, the United States, Europe, Asian countries, and Middle Eastern countries.

"There are many manufacturers of ATUs, but there are few that have a long history of ATU production, since septic tanks have been widely used for a long time. I feel that a lot of manufac-

turers lack basic knowledge of how the ATU functions. FujiClean has always taken basic knowledge seriously including R&D and experience. In terms of the purification effectiveness, FujiClean is one of the top companies in the world," says Mr. Watanabe.

"As the world becomes more aware of water shortages, the ability to recycle wastewater will become increasingly important. In order for global water resources to be available for future generations, they must be treated with respect. FujiClean intends to be a world leader in the effort to protect them."



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14 05 2021