

# HPNow Selected for €1.25M Phase 2 Funding by the EC's Prestigious SME Instrument

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*EC funds will be used to bring to market HPNow's disruptive solution for safe, sustainable and cost-effective water treatment*

COPENHAGEN, DENMARK, March 8, 2017 /EINPresswire.com/ -- [HPNow](#) ApS has been selected for phase 2 funding by the highly-competitive Horizon 2020 SME Instrument - the EC's leading platform supporting highly-innovative European SME's with potential for major market impact based on strong innovation. HPNow is bringing to market a novel water treatment solution based on its technology breakthroughs in on-site generation of hydrogen peroxide. The Company's compact and autonomous hydrogen peroxide generation device (HPGen) enables safe, cost-effective and sustainable on-site generation of hydrogen peroxide, using only water, air and electricity as input.

The EC grant will be utilized towards HPGen productization and market introduction in the irrigation water treatment sector. HPGen will enable farmers to substantially decrease irrigation line maintenance costs, reduce the use and handling of toxic-chemicals, improve farm safety and plant health, increase crop yields, and enhance agriculture sustainability. HPGen will later be introduced in other water treatment applications including drinking water treatment, industrial water treatment, and swimming pools.

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