



NEWS RELEASE

Ecolab Launches New Solution to Revolutionize Data Center Performance Amidst AI Boom

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New cooling management technology can unlock growth for global high-tech companies by addressing water and performance demands

ST. PAUL, Minn.--(BUSINESS WIRE)-- Ecolab Inc., a global sustainability leader offering water, hygiene and infection prevention solutions and services, has announced the launch of a transformative technology to drive high-performance data center cooling. Ecolab's new solution, 3D TRASAR Technology for Direct-to-Chip Liquid Cooling, helps protect data center servers by monitoring coolant health indicators in real time such as temperature, pH and flow rates. With this offering, Ecolab now covers the entire data center cooling landscape and uses AI-powered proprietary technology and powerful insights to deliver growth while reducing demand on vital natural resources.

As data centers expand to support the acceleration of AI technology, so does their need for reliable water and power to cool high performance computing systems. By 2030, AI-driven growth could demand as much power as India consumes annually¹ and enough water to meet the annual drinking needs of the entire United States². Data centers play a critical role in enabling industries to thrive in today's digital world, which underscores the importance of optimizing water use while driving business growth.

"There are unprecedented opportunities associated with leveraging AI to reduce, reuse and repurpose water throughout your business operations," said Josh Magnuson, executive vice president and general manager, Global Water Solutions Group. "For more than a century, across 40 industries, Ecolab has leveraged innovation to deliver positive performance for our customers the right way, and we are excited about how this will help data centers do more with less."



The new technology was developed with critical feedback from data center operators and IT equipment manufacturers to meet the unique demands of data centers. Ecolab's full portfolio of cooling management solutions now equips operators to optimize performance at every stage from cooling towers to direct-to-chip infrastructure. This integrated system supports water and energy savings and enables better performance.

"Ecolab's robust portfolio of cooling management solutions demonstrates that AI can be key to solving some of the very challenges that it creates," said Magnuson. "As the world continues to navigate the expansion of AI and data centers, we will remain focused on demonstrating for our customers how delivering business growth and resource conservation go hand in hand."

About Ecolab

A trusted partner for millions of customers, Ecolab (NYSE:ECL) is a global sustainability leader offering water, hygiene and infection prevention solutions and services that protect people and the resources vital to life. Building on more than a century of innovation, Ecolab has annual sales of \$16 billion, employs approximately 48,000 associates and operates in more than 170 countries around the world. The company delivers comprehensive science-based solutions, data-driven insights and world-class service to advance food safety, maintain clean and safe environments, and optimize water and energy use. Ecolab's innovative solutions improve operational efficiencies and sustainability for customers in the food, healthcare, high tech, life sciences, hospitality and industrial markets. www.ecolab.com

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¹ Bloomberg Law, "AI Computing on Pace to Consume More Energy Than India, Arm Says," April 2024.

<https://news.bloomberglaw.com/artificial-intelligence/ai-computing-on-pace-to-consume-more-energy-than-india-arm-says>.⁴

² Ecolab analysis of data from [Lei, N., & Masanet, E. \(2022\)](#) and [Goldman Sachs \(2024\)](#).

(ECL-C)

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