



**ALLON\_I3**



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## **WP3 - Support to the identification of investment projects**

# **MS1- Study and identification of business cases**

Overview	
Name of SME	UltraAqua
Region	Northern Denmark
Location	Aalborg
Focus Area	UV water disinfection systems
Business case title	Danish company looking for subcontractor for production of stainless-steel reactors for water treatment applications
Description	The company is continuously looking for suppliers with relevant products to add to their portfolio. Currently they are looking for a sub-supplier to produce some of our stainless-steel reactors
Stakeholder Involvement	
Key Stakeholder	N/A
Business Model	
Core Activities/Services	The Danish company is an international manufacturer of UV water disinfection systems for a wide range of water treatment applications, such as Recirculated Aquaculture Systems (RAS), Aquaculture Intake Water, Municipal Wastewater, Drinking Water, and many more. The company assembles control cabinets and the complete UV system at their HQ in Denmark. They are also acting as a trading company of products related to this.
Value Preposition	ULTRAAQUA provides innovative, chemical-free, and energy-efficient UV water disinfection systems for diverse applications, ensuring safe and sustainable water treatment. With a strong focus on research and development, they design high-quality, specialized UV solutions tailored to industries like aquaculture, municipal water treatment, and wastewater management. By assembling systems in Denmark and acting as a trading company for related products, they offer comprehensive and reliable water treatment solutions worldwide.
Target Market	They export to several European countries already

<p><b>Capacity Building Needs</b></p>	<p>Network they can use to find new subcontractors fitting for their needs. Specifically, they are looking for products with the following description:</p> <p><u>Requirements from partner:</u></p> <ul style="list-style-type: none"> <li>• Stainless steel 316. – Material certificate is required.</li> <li>• Electropolished surface, inside and outside. – 100% Clean after polishing.</li> <li>• All surfaces must be nice and clean.</li> <li>• No sharp edges around welding's inside and outside</li> <li>• No cracks around welding's</li> <li>• All pipes must be nice and smooth without deep scratches and marks</li> <li>• All threads must be tested after welding. Hand tighten.</li> <li>• Robot welding is preferred when possible.</li> <li>• In house surface treatment is preferred.</li> </ul> <p><u>The Danish company will supply:</u></p> <ul style="list-style-type: none"> <li>• PDF and STP files</li> <li>• Contact to our CAD department if needed communication about the product</li> <li>• PO, product numbers and quantity</li> <li>• Requested delivery date</li> </ul> <p>For this product, quantity can differ between 5 and 50pcs. It can differ in size. – Drawings can be exchanged if you expect this looks a task you can solve.</p>
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Investment Opportunities	
<p><b>Product/Service Sales</b></p>	<p>Their main source of income is from the sale of their water treatment systems</p>
<p><b>Service revenue</b></p>	<p>N/A</p>
<p><b>Licensing and Royalties (EU, National, Public Funding)</b></p>	<p>N/A</p>
<p><b>Other Incomes</b></p>	<p>N/A</p>
Critical Assumptions and Constraints	
<p><b>Assumption</b></p>	<p>N/A</p>
<p><b>Constraints</b></p>	<p>N/A</p>

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