



Ecologel Solutions Receives the 2021 Water Quality & Resource Award

Ocala, FL. Oct. 6, 2021: Ecologel Solutions LLC, an industry leader in water conservation, has been named a recipient of the 2021 Water Quality and Resource Awards in the Conservation and Water Reuse category by the North Florida Green Chamber of Commerce (NFGCC).

The Green Chamber awards recognize examples of water quality improvement and conservation that best demonstrates significant, lasting, and measurable excellence in water quality improvement or in prevention of water quality degradation by Green Chamber members and other businesses in North Florida.

Ecologel provides solutions to help lawns and landscaping thrive on nearly half the normal watering requirements. Their flagship product, Hydretain® is designed to drastically reduce watering requirements of turfgrasses, trees, shrubs, flowers, indoor and outdoor plants and agriculture by as much as 50%. This translates into water conservation, reduced costs and labor, and healthier more vigorous greenery.

“Ecologel is proud to be recognized for this prestigious award. Hydretain has proven to reduce overall water use and water costs for both commercial and residential landscapes as well as agricultural production. It’s an environmentally responsible solution that makes economic sense as well,” states Rick Irwin, President of Ecologel Solutions LLC.

[Hydretain®](#) is made from a proprietary blend of hygroscopic humectant compounds that act like tiny water magnets, attracting moisture vapor from air space within the soil. This vapor would otherwise be unusable by plants and eventually lost to evaporation. Hydretains’ revolutionary technology converts this soil moisture back into a liquid form, efficiently transferring it to plant roots. Through this simple mechanism, Hydretain® provides more efficient use of rainwater and irrigation to reduce watering demands, minimize drought stress and improve nutrient uptake. Available in both liquid and granular product options, each application of Hydretain lasts for up to three months, providing season-long conservation benefits.

“Congratulations to Ecologel Solutions, and thanks to everyone who entered and to our judges. Our entries have a tremendous impact in providing access to safe drinking water and water quality. They have done remarkable work leveraging innovation and proficiency to preserve one of our most vital natural resources,” said Green Chamber Executive Director Christina Kelcourse, Esq, CFP, CRPC.

For further information, please visit: [Ecologel](#)

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About: *Ecologel Solutions LLC is a long-standing, premier developer and manufacturer of innovative products for water conservation, dust mitigation, plant nutrition, pond and lake management, and protective barrier treatments. In 2018 Ecologel partnered with Arborjet, Inc. to offer an expanded lineup of environmentally responsible tree and plant healthcare products to broaden the expert resources they provide. Arborjet | Ecologel is a proud supporter of [Project Evergreen](#), “working to create a greener, healthier, and cooler Earth.”*

ABOUT THE NORTH FLORIDA GREEN CHAMBER COMMERCE

Welcome to The North Florida Green Chamber of Commerce (NFGCC) where being green is cool and convenient! Today, more businesses than ever understand how critical it is to grow in ways that are sustainable financially, but also socially and environmentally. NFGCC is a 501(c)6 non-profit member organization headquartered in Jacksonville, Fla. and established in 2018 to advance sustainable business in Northeast Florida through networking, education, and advocacy. NFGCC is governed by a volunteer Board of Directors and is a member of the U.S. Green Chamber of Commerce.