



We invited a few friends for dinner and they helped clean up the Genesee River.

With the aid of a few million pounds of microorganisms, we're helping to solve the water pollution problem in Rochester. Maybe the solution will help others.

What we did was to combine two processes in a way that gives us one of the most advanced water-purifying systems private industry has ever developed.

One process is called "activated sludge," developed by man to accelerate nature's filtering organism adsorption. What this means is that for the majority of wastes man can produce, there is an organism somewhere that will happily assimilate it. And thrive on it.

The breakthrough came when Kodak scientists found a way to combine the activated sludge process with a trickling filter process and optimized the combination.

We tested our system in a pilot plant for five years.

(At Kodak, we were working on environmental improvement long before it made headlines.) And the pilot project worked so well, we built a ten-million-dollar plant that can purify 36-million gallons of water a day.

Governor Rockefeller called this "the biggest voluntary project undertaken by private industry in support of New York State's pure-water program."

Why did we do it? Partly because we're in business to make a profit—and clean water is vital to our business. But in furthering our own needs, we have helped further society's. And our business depends on society.

We hope our efforts to cope with water pollution will inspire others to do the same. And, we'd be happy to share our water-purifying information with them. We all need clean water. So we all have to work together.



Kodak
More than a business.