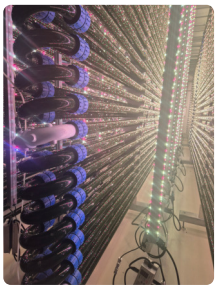
Algalíf Iceland: Sustainable Cleaning with Aquaox MOW System



Algalíf Iceland ehf, a world-leading producer of natural **astaxanthin** from *Haematococcus pluvialis*, operates in Reykjanesbær using 100% renewable energy and pure Icelandic water. High hygiene standards and pristine glass piping are essential for optimal algae growth and product purity.

Traditional cleaning methods relied on **sodium hypochlorite (NaOCl)** and **sodium hydroxide (NaOH)**, creating substantial costs, handling risks, and extended cleaning downtime. Algalíf sought a safer, greener, and more efficient solution aligned with its sustainability commitments.

The Challenge

Replace hazardous chemicals with a sustainable cleaning system that reduces costs, improves safety, and maintains Iceland's clean-energy standards.

On-Site Generation

Aquaox MOW system produces Mixed Oxidant Water (ECA) from water, salt, and electricity—eliminating chemical purchases entirely.

Material-Safe Disinfection

Generates strong yet gentle HOCl/OCl-solution that cleans glass piping without damage or residue.

Faster Cleaning Cycles

Automated CIP processes significantly reduce downtime and improve operational efficiency.

Measurable Impact

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Years to ROI

Investment recovered through eliminated chemical costs and improved efficiency

100%

Chemical Elimination

Complete replacement of NaOCl and NaOH purchases

0

Chemical Storage

No hazardous materials handling or storage required

Sustainable Biotechnology

The MOW system has transformed Algalíf's operations by improving **operational uptime**, reducing **environmental footprint**, and enhancing **process reliability** in their photobioreactor facility. This solution perfectly aligns with Iceland's clean-energy industry and Algalíf's commitment to sustainable biotechnology practices.

> A perfect fit for Iceland's clean-energy industry and our commitment to sustainable, chemical-free production methods.