



FOR IMMEDIATE RELEASE

CONTACT: Jed Nitzberg, APR
Flashlight Marketing Communications
(678) 778-6481 or jed@flashlightcomm.com

Golden Anniversary on Horizon for Inventor of “The Vortex Water Brake”
Concept revolutionized stormwater flow regulation, launched international firm

ATLANTA, October 18, 2008 — For the man who changed ideas about flood control and invented one of the wastewater industry’s most important devices, inspiration came from two unlikely sources: homework and laundry.

In 1959, Joergen Mosbaek Johannessen was an engineering student in Denmark and assigned to design a flood control solution for a villa. As he pondered the problem he had a flash of insight when he remembered how his mother would collect and hold rainwater in a tub for rinsing the family’s clothes. What if the rainwater runoff at the villa could be controlled by directing it to a small storage tank? It could then be discharged at a safe, steady rate into the main sewer lines. The villa would have a cost-effective solution because it could use smaller, less expensive pipes and there would be no more property damage.

A fantastic idea! The problem: the flow regulator he envisioned did not exist. So in 1969 Joergen invented the device he called “the vortex water brake” and launched a new approach to managing stormwater runoff in sewer systems.

In 1971, Joergen submitted his designs and ideas in his first patent application. By 1975, Mosbaek was manufacturing flow regulators under the brand name HYDRO-BRAKE through a series of international licensing agreements. In 1993 he began managing his own manufacturing facility in Denmark, marketing Mosbaek A/S (www.mosbaek.com) products and services throughout the world.

“We’re on the verge of a wonderful anniversary,” said Marina Mosbaek Johannessen, chief executive officer of Mosbaek, A/S (www.mosbaek.com). “When my father developed the concept of the water brake 50 years ago it was a new way of thinking about controlling and regulating water flow. He never realized what an impact it would have around the world. It’s a major milestone for the company and will signal a new vision of growth for us around the world.”

-MORE-

Today, the company is entering a new phase of international growth. Mosbaek has launched a North American division based in Atlanta, Georgia – Mosbaek North America, Inc. – and is planning to market its products and consulting services to customers across the United States and Canada.

“There are many cities throughout America and Canada that have felt the destructive force of storms and flooding. Our goal is minimize the consequences of flooding by introducing our proven tools for stormwater flood control so that property can be protected in the future,” said Marina Mosbaek Johannessen.

ABOUT MOSBAEK A/S AND MOSBAEK NORTH AMERICA, INC.

Mosbaek A/S is the world’s leading innovators in the field of vortex flow regulation. Since the initial idea in 1969, Mosbaek A/S has created a uniquely engineered family of flow regulators that are used internationally for protection of property and environments from the hazards of flooding. Mosbaek North America, Inc. services the network of Mosbaek distributors and customers in North America from its headquarters in Atlanta, Georgia. For more information, visit www.mosbaek.com or call (404) 835-1791.