Silver Bullet Case Study
Oxford Hotel

INSTALLATION
The Oxford hotel replaced its traditional chemical water treatment system with the Silver Bullet water treatment system in April of 2011. The goal of the installation was to use Silver Bullet to ensure that the hotel’s cooling tower water remained safe and clean without the use of harsh, toxic chemicals.

RESULTS
- **Water Savings** – On average, the cooling tower is saving 19% water due to increasing cycles of concentration from 3-4 cycles to 8-9 cycles of concentration.
- **Energy Savings** – Achieved an average of 10-20% total energy savings due to a cleaner, more efficient system.
- **Safety** – The hotel’s insurance provider is considering to lower insurance rates due to the elimination of handling and storing toxic chemicals. Significant maintenance savings – chillers and condensers are significantly cleaner and require no annual cleanings.
- **Scaling** – The system has eliminated scaling.
- **De-calcification** – The system removes calcium and turns it into solids making it easy to remove and discard.
- Within the first two days of the installation the water was so clear that building engineers were able to see the bottom of the water basin; with a chemical system the water basin was always murky and never had clear water.

“Within the first two days of the installation the water was so clear that for the first time in my 20 year career I could see to the bottom of the water basin,” said Michael Michna, chief building engineer, Oxford Hotel. “The Silver Bullet has not only fulfilled the requirements that any water treatment system needs – kills bacteria and prevents and reduces corrosion and calcification – it has kept my equipment running like new saving my team time and money on maintenance and repair.”

PERFORMANCE METRICS WITH SILVER BULLET
- **Water Usage Savings**: 19%
- **Cycles of Concentration** currently are between 8-9 cycles
- **Energy Usage Savings**: 20%
- **Rate of Corrosion**: N/A
- **Previous scaling dissolved** & no new scaling buildup

CONTACT US
Call or email Silver Bullet Water Treatment Systems
- 303.552.2383
- info@silverbulletcorp.com

The Oxford Hotel is Denver’s oldest hotel, built in 1891.

**Engineers at three other hotels within the same hotel group — JW Marriot, Courtyard Downtown Denver, and Gateway Marriot — have decided to install the Silver Bullet after the success at the Oxford Hotel.”**

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