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Wier scales Ozone-based water treatment as agriculture seeks to cut chemical dependence

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Brazilian technology company Wier is expanding ozone-based water treatment solutions that can reduce chemical disinfectant use by up to 95 per cent, as agriculture and industry accelerate the shift toward sustainable water management, biological load reduction and improved resource efficiency

Mining technology for a sustainable future

Brazilian technology company Wier is accelerating the deployment of ozone-based water treatment systems as industries and agricultural producers increasingly adopt sustainable alternatives to conventional chemical disinfection. The company's technology is designed to reduce biological contamination, improve water quality and significantly lower dependence on agrochemicals and chlorine-based disinfectants, reflecting a broader shift toward cleaner and more resource-efficient water management.

According to Wier, ozone treatment systems can reduce the use of chlorine and other chemical disinfectants by as much as 95 per cent while delivering enhanced microbiological control across diverse water treatment applications. Unlike conventional chemical treatments, ozone disinfects water through oxidation and rapidly converts back into oxygen, eliminating concerns over persistent chemical residues.

The technology is gaining traction as governments, industries and agricultural producers face mounting pressure to strengthen water security, improve resource efficiency and comply with increasingly stringent environmental and sanitation standards. Rising concerns over water scarcity and the need for sustainable production systems are further driving interest in advanced oxidation technologies capable of improving operational efficiency while reducing chemical inputs.

Wier's ozone solutions are being deployed across municipal water treatment, industrial operations, wastewater management, water reuse initiatives and agricultural production systems. In agriculture, the technology supports irrigation water treatment, equipment sanitation and water purification throughout production processes, helping lower biological loads while reducing reliance on conventional chemical disinfectants.

Industrial users are increasingly adopting ozone technology to maintain consistent water quality and tighter microbiological control in production environments. Municipal utilities are also evaluating ozone-based systems to improve sanitation infrastructure, enhance treatment efficiency and support long-term water reuse strategies.

As part of its expansion strategy, Wier has strengthened its presence in Brazil's Northeast through a strategic partnership aimed at increasing access to ozone technology in one of the country's most water-stressed regions. The collaboration is expected to support industrial customers, agricultural producers and public-sector water treatment projects seeking more sustainable and efficient purification solutions.

The Northeast represents a critical market for advanced water treatment technologies, given its recurring water scarcity challenges and growing demand for efficient resource management across agriculture and industry. By expanding its regional footprint, Wier aims to accelerate the adoption of ozone-based purification systems that improve water quality while reducing environmental impact.

The company expects demand for ozone technology to continue rising as organizations pursue sustainability targets, lower operating costs and strengthen water quality management. The transition toward advanced oxidation technologies reflects a broader global movement to replace or significantly reduce chemical-intensive water treatment processes with cleaner, high-efficiency alternatives.

Founded in Brazil, Wier develops purification technologies based on ozone and cold plasma for air, water and surface treatment. The company operates in more than 20 countries, serving industries including agribusiness, food processing, healthcare, hospitality and automotive manufacturing. As sustainability and water resilience become strategic priorities worldwide, ozone-based treatment technologies are expected to play an increasingly important role in supporting safer water management while reducing dependence on conventional chemical inputs.