



# T3: Tanks, Tips, and Trends . . .

November 2015  
Volume 11,  
Issue 3

A publication of American Structures, Inc. ~

**“Dedicated to being the trusted supplier of Bolted Stainless Steel Storage Tanks.”**

## Looking Forward to 2016 . . .



### American Structures, Inc. Expansion Projects Near Completion . . .

As colder temperatures arrive in Northwestern Wisconsin, work continues on two large-scale expansion projects that American Structures, Inc. has been working on since early May 2015. The first stage was a 10,400 sq. ft. shop expansion to house a new laser cutting and engraving machine. In addition to the new laser CNC machinery, this area will also house our new, expanded shipping and receiving areas. This project is almost entirely completed, with only minor items to be performed before we can pronounce it “finished.”



With the addition of this machine to our other CNC machines, we hope to increase uniformity and speed in cutting materials, decrease man hours per job, and increase our fabrication efficiency. We look forward to developing all the many ways that this exciting new equipment will improve our customer service and fabrication abilities. If you’d like to see a video of this laser in action, please check out the following link: <https://www.dropbox.com/s/fbmvwqnqdzc3k7w/Platino%20High%20Speed%20Laser%20in%20Action.AVI?oref=e&n=38055475>



American Structures, Inc.  
Expansion Updates  
~ Page 1 ~



The shop personnel have also been busy learning the CNC software and machine setup configurations for our new Platino® 2040 High Speed Laser Cutting System.

The Platino® is a highly flexible and reliable laser cutting system designed and developed for the needs of flat metal processing industry. Our 2040 is a 2D flying optic laser cutting machine with high dynamics, proven reliability, excellent cutting performance, and great flexibility. This machine allows us to handle larger jobs than most, due to its 7’6” x 14’ table.

The Plantino®’s base frame of synthetic granite assures high manufacturing accuracy and repeatability of the finished part, excellent vibrations dumping, and the highest thermal stability. This unique structure of the system allows that all parts (machine frame, laser generator, beam delivery system, axes of movements, CNC, electromechanical components) are integrated in a single, easily transportable element.



Water Trends in  
2016 and Beyond  
~ Page 2 ~



American Structures, Inc. offices and fabrication shop will be **CLOSED** November 26th & 27th, 2015.



Concurrently, progress continues on our 5,040 sq. ft. administrative offices and state of the art IT center addition. Throughout the summer, we have been busy with excavation, pouring the foundation, and putting up the roof and side-wall construction. Work began in early September on the interior spaces and since then, all the electrical and HVAC work has been completed, to include super-density insulation for noise deafening and climate control. Sheetrock taping and interior painting is scheduled throughout the month of November.

Door and trim molding construction and staining has been completed off-site and has been set aside, awaiting final installation. Floor coverings and new office furniture will not be far behind. Soon, it will be Christmas and American Structures, Inc. office staff, shop personnel, and our customers will be enjoying the benefits of all this new expansion effort with bright, new, state-of-the-art shop and administration areas.

Stop by and visit us sometime and see for yourself what the excitement has all been about!



## Water Trends in 2016: Looking Into Water's Crystal Ball . . .

It seems clear that four significant water-related trends are now evolving in the US and throughout many other industrialized parts of the world. Some of these trends you may already be aware of or suspect they are developing; others you may not.

The first one is that water is no longer dependent on rainfall or snow caps. In 2016, California, which desperately needs water and has been in a drought for four years, may be in for very significant rainfall events if the 2016 "El Nino" predictions hold true.

While this will be a great relief for all of the businesses and residents in California, it hopefully does not mean that consumers and industries will go back to their old ways of utilizing their water resources as if they were once again plentiful, believing it will always be there and they can take as much as they need. That type of mentality is out of date and unrealistic—and probably always has been. Californians and the rest of the nation now know that no matter what—whether water is plentiful or in short supply, using water responsibly and

efficiently must be an ongoing practice and way of life for all time, NOT just in times of drought or greater need.

**Second**, expect to see water become the fourth "factor" in business. Let's say you are considering starting a new manufacturing business. Traditionally the "factors" you will be most concerned about are that you have the capital to finance your startup; have the people in place to work with you and that share your passion; and that you can obtain the necessary parts, raw materials and components to build your new gizmo.

In the future, business and industry will now also have to consider water consumption and treatment costs. For example, today, "specialty beers" are a fast growing startup business in the US. If your startup will introduce a new beer to the consumer, the fact that it can take 1,500 gallons of water to make one barrel of beer will likely steer your venture away from California and the Southwestern areas of the US to a more water-rich part of the country, such as the northern Midwest.

**Third**, an entire new industry is evolving now, one that will grow considerably in the future — that of the reusable water industry. As we know, there are many different types of water: potable (drinking) water, gray water, salt water, rainwater, recycled water and the list goes on. In order to use water more efficiently, both industry and consumers will have to be able to select exactly the type of water most suited to their application from one of these reusable water utilities.

For instance, say you operate an outdoor garden center. For the most part, your plants will do just as well if they are irrigated using gray water or recycled water as they would potable water — possibly even better. When your outdoor garden center purchases non-potable water, more drinking water remains available for human use and consumption, which is what water efficiency is all about.

Finally, the trend that many people might

like to keep under wraps, but must now be discussed, is the pricing of water. Historically, there was simply no real correlation between the cost to gather, store, treat, and deliver water and the price Americans paid for their water. For decades, water as a resource has been underpriced and taken for granted, very often due to early local ordinances which stated that accessibility to water is a right.

For example, the average household in Washington, DC consumes about 127,400 gallons of water annually. For that usage, that same family pays about \$350 a year or about \$30 per month. In Guatemala City, Guatemala, and many other parts of the world, that amount of water would cost close to \$2,000 or \$167 per month, which better reflects water's true cost and value.

Historically, what has happened is that American communities have viewed water as a community necessity, just like hiring police or firefighters and installing streetlights, so the cost of water was kept artificially low. Starting in the 1970s, the Federal government provided generous grants to communities to help them clean up their water plants and improve distribution systems, which also helped subsidize water costs. Those grants are now over and, as we know, getting funding for infrastructure investment from today's Congress is like pulling teeth—without anesthesia. So that means we are going to see — if we have not done so already — significant jumps in the cost for water for the foreseeable future.

We all have to recognize the fact that, when it comes to water—in fact, ALL of our natural resources—our usage and conservation habits of them must change. The time passed long ago when it was prudent to do so; it has now become imperative that we do so to insure our own, as well as future generations', survival.

**Source:** <http://www.environmentalleader.com/2015/10/05/water-trends-looking-into-waters-crystal-ball/#ixzz3qMlcrE00>