
PRESS INFORMATION

Ref. BWM OTT 0073

OTT promotes natural flood management at Floodex

Visitors to the OTT Hydromet stand at the recent Floodex exhibition were provided with a free sapling, as part of the company's efforts to promote tree planting as a way to capture carbon in the fight against climate change, and also as a natural flood management tool.

"As floods become more frequent and severe, many of our customers are starting to implement natural flood management (NFM) alongside more traditional engineering measures," comments OTT MD Nigel Grimsley. "NFM seeks to 'slow the flow' – reducing peak flow, flow volumes and time to peak, especially in small catchments. As a manufacturer of precipitation, water level and flow monitoring equipment, we are intimately involved in measuring the success of such initiatives."

Tree planting is just one of a number of NFM measures, but it can help in a number of ways. For example, rainfall is intercepted by the canopy of a tree and partly evaporates from the branch and leaf surfaces. Water falling onto soil under trees penetrates more quickly and more deeply than on open grassland, particularly where soils are compacted.

Trees naturally remove water from the soil leading to a significant reduction in pressure on drainage systems in urban areas and a reduction in flood risk in rural areas. In severe circumstances, trees can also provide a drag on flood water; acting as a porous barrier and thereby helping to slow the flow in upper regions of a catchment.

ENDS

Words: 237

For further information, please contact:

OTT Hydrometry Ltd
Unit 19 Jessops Riverside
800 Brightside Lane
Sheffield S9 2RX

Tel. 01246 573480
Fax. 01246 813873
Email: uksales@otthydromet.com
Web site: www.ott.com

Note to editors:

- The **OTT Hydromet Group** manufactures products that enable water professionals to monitor the planet's most precious resource. Through the delivery of accurate reliable data, OTT's instruments and services provide essential tools to help protect the environment.

From precipitation through surface and ground water to marine monitoring applications, OTT's measurement and communication technologies provide a complete picture of the water cycle. OTT and Hydrolab have been longstanding members of the OTT Hydromet Group. Adcon Telemetry was acquired in 2011; Sutron and Lufft joined the group in 2015, and Kipp & Zonen joined in 2017, which means that the company is able to offer the best sensors and data handling technology for every application.

Completely focused on hydro-meteorology and water quality, OTT products have been market leaders for over 140 years and coupled with modern communications technology provide remote access to continuous monitoring data. Further information is also available at www.otthydromet.com