

WHITEWATER



quality in purity

80 YEARS OF INNOVATION

1932–2012

From the Victorian era to the 21st century,
three generations of one family company
tell their remarkable story. The legacy of
Ralph S White and his wife Ivy is seen in a
growing family and a growing company,
with a single vision: to retain family values
while continuing Ralph's example
of innovation.

80 years of
INNOVATION
Ralph | Brian | Mark

Sackville Street and O'Connell Bridge,
Dublin: Library of Congress, Prints &
Photographs Division, Photochrom
Collection, [LC-DIG-ppmsc-09876]
Other material: Whitewater archive
Photography: Michael Cousins





In the Beginning

1897–1920

Left:
Sackville Street
and O'Connell
Bridge, Dublin
c.1895

School medal
inscribed: 'Middle
Grade Ralph S White
First in Mechanics
Third Year 1914'



Certificates awarded
to Ralph S White



The foundation of **INNOVATION**

Early life | Education | Qualifications

Born into the Dublin of James Joyce, Ralph S White had a natural talent for engineering. Ralph was the first of three generations who would grow a family and a family business side by side to the present day

Ralph Samuel White was born on the 3rd December 1897. He grew up in Rathmines and attended Mountjoy College where he distinguished himself with academic success in many subjects, including geometry, algebra, trigonometry and mechanics.

So began a period of study in engineering that set him on the path to his future career. In 1917, Ralph received a Diploma in engineering, mining and metallurgy from the University of London. By October 1920, he had achieved a Bachelor of Science degree from the University's Faculty of Engineering.

He returned to Ireland to further his studies. During this period he met his future wife, Miss Ivy Morris of Mount Merrion, Blackrock. During the Irish War of Independence Ivy, by then Ralph's fiancée, was working in the Customs House in Dublin which was engulfed in flames in May 1921. In 1923, Ralph received a post graduate Diploma in Engineering from the Royal College of Science of Ireland.

With this wealth of knowledge, Ralph secured a position with Crossley Brothers of Manchester, manufacturers of diesel and gas engines for marine and industrial use.



Fire fighters attempting to bring the Customs House blaze under control, 1921



NEW HORIZONS

1921–1931



With turbulent times in Ireland and the lure of overseas opportunities, Ralph's career takes him across the world to Brazil. Ivy follows him soon after and they are married in the exotic setting of Pernambuco.

After a four week journey across the Atlantic Ocean, Ivy was re-united with Ralph and they married at the English Church in Pernambuco on the 31st March 1927.

The newly wed couple travelled back and forth from Brazil to Ireland on a number of occasions enjoying life on board the impressive ocean liners.

Ralph continued to work for Crossley Brothers from 1924 until 1931 working throughout Brazil and gaining a wealth of engineering experience. He often travelled into the interior of the country for long periods, installing Crossley's water pumping engines, leaving Ivy confined to their small ranch. All parts and components for the boilers were transported by boat from England, causing logistical headaches at such a distance.

Life with Ivy in Brazil was one of Ralph's great adventures and they enjoyed life in the thriving region of Pernambuco. Their house had a beautiful garden, complete with parrots, which occupied Ivy in Ralph's absence.

But in 1931, they returned to Ireland and settled into 'Ellen Lodge', an old railway gate lodge in Dalkey, Co. Dublin.

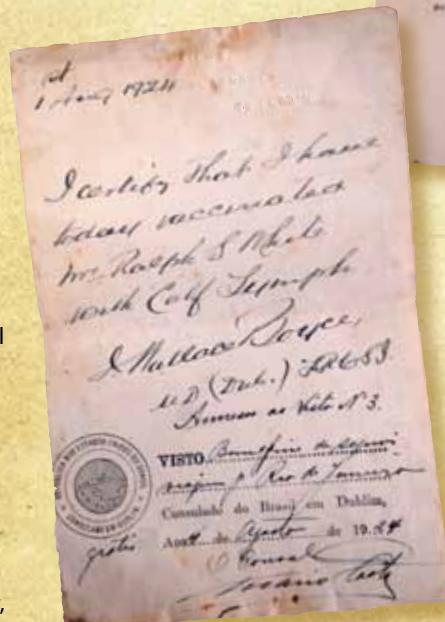
Setting the scene for INNOVATION

Learning the trade | Gaining experience



The caption from an article in the Irish Sketch (June 1927) about Ralph and Ivy's wedding says:

'On March 31st at the English Church, Pernambuco, Brazil, Ralph S White, B.S.c, A.R.C.S.I., eldest son of Mr. and Mrs. White, Upper Rathmines, was married to Ivy Alice Geraldine, only child of Mr. and Mrs. Wesley Morris, Mount Merrion Avenue, Blackrock, Co. Dublin.'



As part of the preparations to allow him to work in Brazil, Ralph was required to get a character reference from his local police station and on 25th September 1924, M O'Callaghan stated that:

'The bearer, Ralph Samuel White, 100 Upper Rathmines, is known to Police here. There is nothing against his character as far as we know.'



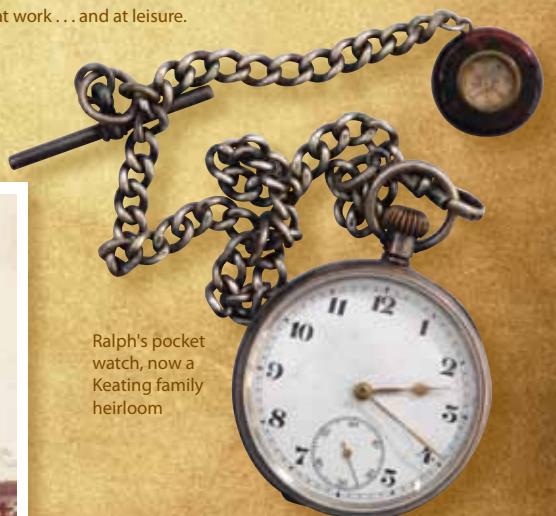
It was also necessary to provide proof of having been vaccinated to the Dublin Consulate of the Republic of United States of Brazil and on 1 August 1924, Dr Boyce of Blackrock, Co. Dublin certified that Ralph S White had received the relevant vaccinations and three days later this paperwork was approved by the Consulate.





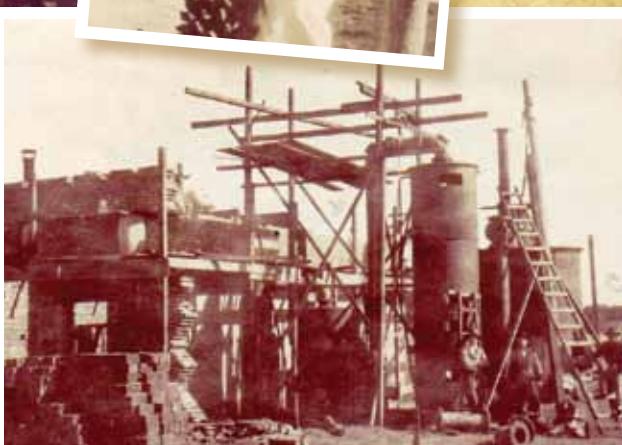
Above: Ralph and Ivy's names appear on the passenger manifest on the Royal Mail Steam Packet 'Arlanza', just one of the liners on which they experienced a leisurely crossing of the Atlantic as they journeyed between visiting family in Ireland and Ralph's employment in Brazil. The Royal Mail Line's ships on the Brazil and River Plate route was known for its high standard of passenger accommodation.

Left: Ralph at work . . . and at leisure.



Ralph's pocket watch, now a Keating family heirloom

Right:
Crossley Brothers of Manchester employed Ralph to install water pumping engines for gas boilers throughout Brazil



Taking the Plunge

1932–1939

80 years ago Ralph White was back in 1930's Ireland. Seeing the opportunity to use his wealth of experience and follow his own direction and ideas in the engineering world, he took the plunge and set up his own business, R S White.

R S White's first offices were in South William Street, Dublin. He became an agency to supply boilers, motors and compressors to the Irish market. Atlas Copco, Dan Britt in London who supplied water softeners, and Thomas B Thriges who supplied electric motors from Odense in Denmark, soon joined forces.

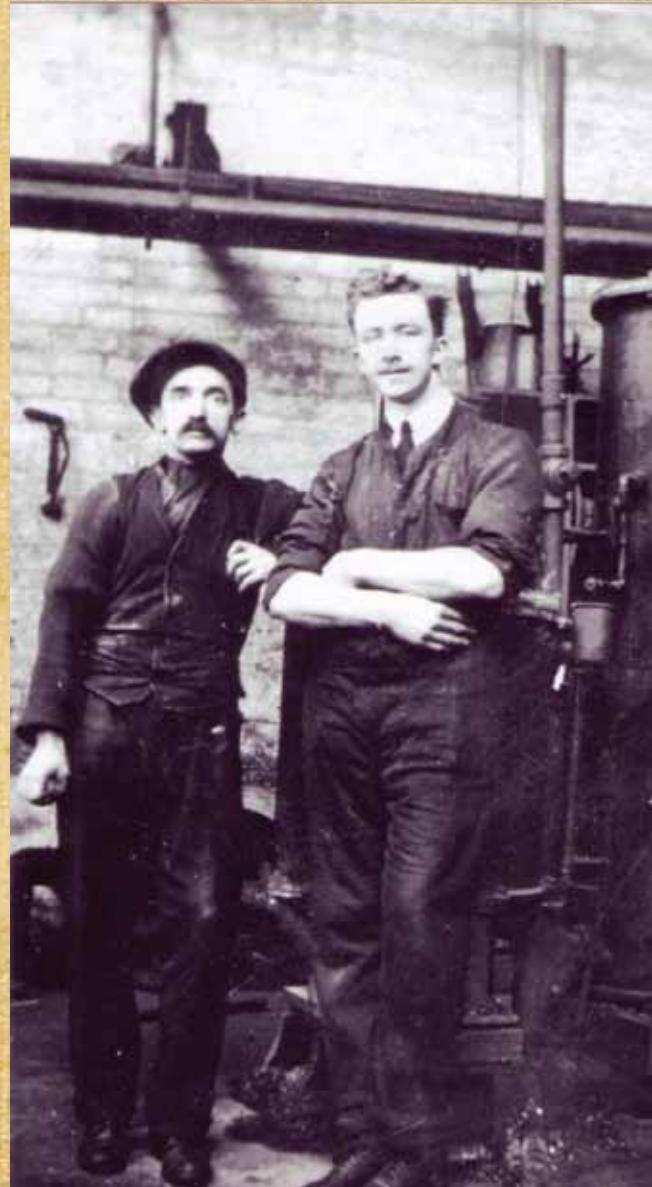
Ralph knew from experience that soft feed water prevented boilers from furring up, but he was not impressed by the softeners available, and others' lack of vision about these. Dan Britt commented that they were '*no good at present time, we will keep them before us as they may come in useful at a later date.*'

In 1937, he spotted softener equipment from an English company Permutit. This started a working relationship that lasted over 40 years. Ralph started to install their water treatment equipment for a number of well-known Dublin clients. R S White's first water analysis was for Lord Inchiquin of Dromoland Castle and other clients during the 1930s included the Duke of Westminster and Bewleys Oriental Cafes.

In 1939, a world shattering event occurred which caused problems for R S White – in the transport of equipment from Thomas B Frige in Denmark – the Second World War began in September of that year.

Opportunities for
INNOVATION

Green shoots | Going it alone | Forging alliances



Ralph S White was meticulous in his detail and recorded many aspects of his life and his work in notebooks and ledgers. His notebook with its original 1930's pencil, shortened to a mere stub, chronicles fascinating detail about his car, mileage for journeys he made, the weather and many other comments. 'Started the car, by hand...' details one entry, giving a glimpse into his life and cars of that era. His beautifully kept drawing instruments and the many receipts and documents he stored away, show that he knew every inch of his business.

UNITED WATER SOFTENERS, LTD.,
Permitit House Laboratory.

Date FEBRUARY 5th, 1937.

Result of Analysis of Sample of Water.

Client Lord Inshquin,
Crossland Castle,
Supermarket.

Source Lab. Oct 1936
Use Softened water from Spa 60 mine.
Marks after regeneration.

Sample Book No. 0339/D.G.

Appearance Clear Fair deposit

Value Condition at TIME OF ANALYSIS

Deposit Mineral iron oxide

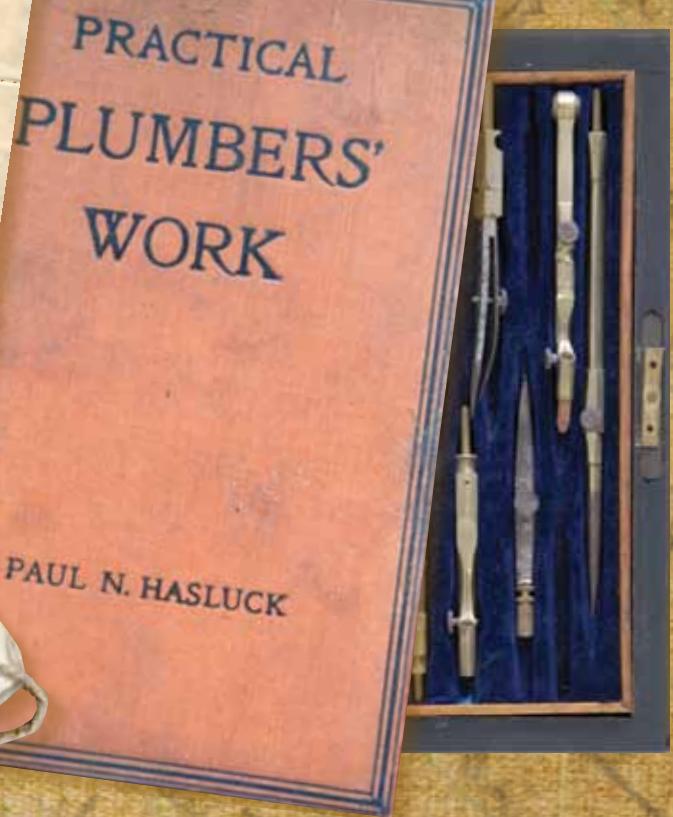
Lab. Journal —/J.W.

MINERAL ANALYSIS IN PARTS PER 100,000.
(To convert these results into grains per gallon, multiply by .7)

ESTIMATIONS.		CONVENTIONAL COMBINATIONS.	
Lime (CaO)		Silica	
Magnesia (MgO)		Alumina	
Alumina (Al ₂ O ₃)		Oxide of Iron	
Iron (Fe) Total		Calcium Carbonate	
Iron (Fe) in Filtered Water		Calcium Sulphate	
Silica (SiO ₂)	5.6	Calcium	
Chlorine (Cl)		Magnesium Carbonate	
Sulphuric Anhydride (SO ₃)		Magnesium Sulphate	
Nitric Anhydride (NO ₂)		Magnesium Chloride	
Carbonic Acid (CO ₂)		Magnesium Nitrate	
Total Solids at 100°C		Magnesium	
Matter in Suspension		Sodium Nitrate	
Dissolved Oxygen		Sodium Sulphate	
Alkalinity as CaO	16.5	Sodium Chloride	
Degrees English (grains CaCO ₃)		Sodium Bicarbonate	
Total Hardness			
Temporary Hardness			
Permanent Hardness			

Parts CaO per 100,000

Jan 30. At 10.30 a.m. went to the
woodland path off the road to
the railway bridge. The
soil was very light and
sifted very easily after
being disturbed.
The soil was
also very light and
easily washed away
when it rained.



Branching Out

1939–1950

The outbreak of the Second World

War could have spelled disaster
for R S White. Ralph's skills and
determination to innovate and to
find alternative solutions helped
the company to survive.

Ralph took the Emergency in his stride and joined the St John's Ambulance Brigade, training in air raid precautions and taking part in regular fire watch patrols. He observed the movement of the German army with horror for the peoples of Europe and hoped that orders of equipment would arrive safely from Odense in Denmark. Thomas B Thrigé wrote to R S White to explain that its insurance company was levying additional war risk premiums to protect the shipments.

Ivy and Ralph celebrated New Year 1945 with the birth of their first daughter Susan, born on the 1st January.

Ralph continued to raise standards of water treatment equipment and the company supplied many high profile clients. In 1948, R S White moved from the city centre to 3, The Crescent Donnybrook where they would stay until 1994. Larger office space was needed to accommodate a growing amount of equipment. One notable agency was Anderson Grice Cranes for which R S White supplied three 25 tonne cranes to the quays in Waterford, preserved today as part of the city's history.

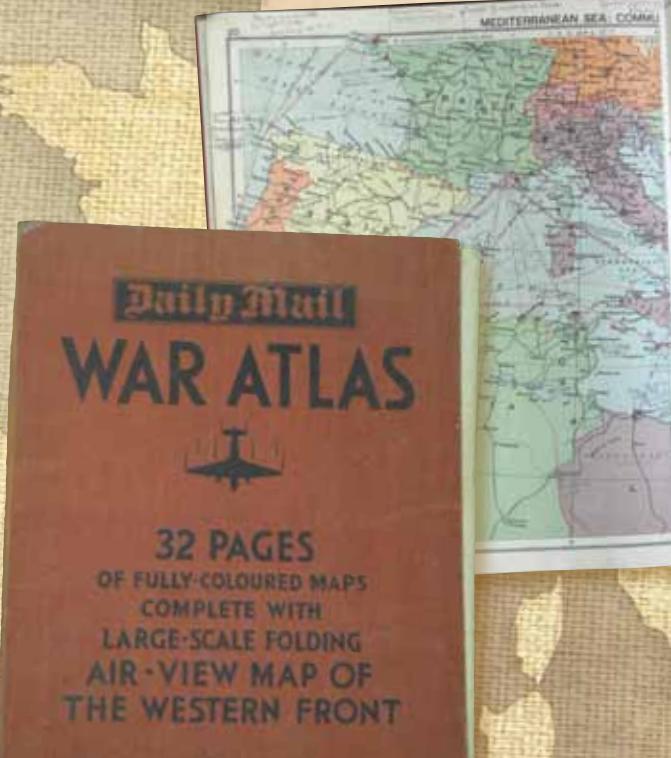
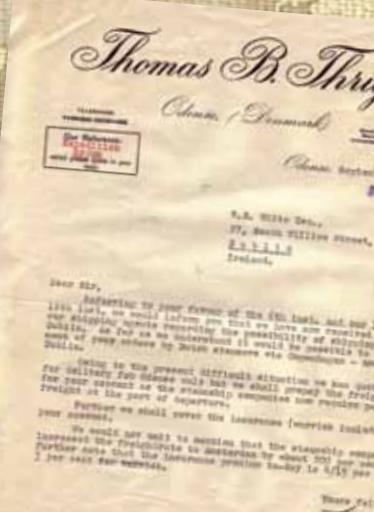
A second daughter Joan was born on the 9th November 1950. Joan's sister Susan would grow up to marry her sweetheart Brian Keating who would continue the R S White tradition into the next generation.

*Partnerships for
INNOVATION*

Setting standards | Raising Quality



Ralph's armband as an ARP (Air Raid Precautions) Reserve. Right: pictured with the St John's Ambulance Brigade, whose training he attended and became a member of the Brigade's Auxiliary Reserve.





Left:
Thomas B Thrige wrote to inform Ralph that 'the steamship company has increased the freight rate to Amsterdam by about 200 per cent' and that the insurance premium includes an extra 3 per cent for war risk.

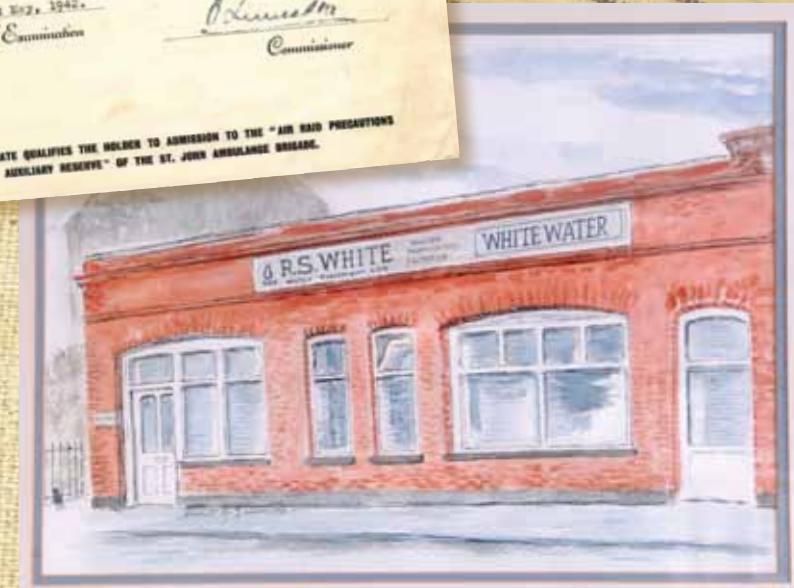


Ralph followed the progress of the war closely and annotated his atlas with details of battles, events, etc in pencil in the page margins

The St. John Ambulance Brigade
IN IRELAND

This is to Certify that
Ralph S. White,
has attended a course of Lectures in Air Raid
Precautions and has satisfied the Examiner.
21st Nov. 1942.
Date of Examination
R. S. White
Commissioner

CERTIFICATE QUALIFIES THE HOLDER TO ADMISSION TO THE "AIR RAID PRECAUTIONS AUXILIARY RESERVE" OF THE ST. JOHN AMBULANCE BRIGADE.



Left:
Watercolour of R.S. White's new premises at 3 The Crescent, Donnybrook, to which the company moved in 1948 and which was to be its base for the next 46 years.

During this period R.S. White continued its close association with Permutit.

THE PERMUTIT COMPANY LIMITED			
Permitit House, CUNNIBURGH AVENUE, LONDON, W.A.			
ANALYSIS OF SAMPLE OF WATER			
13 MAY 1948			
Received from:	Bawleys Oriental Coats Limited, 78 Grafton Street, Dublin.		
Source:	Dublin City supply.		
Use:	Domestic purposes.		
Date of Sampling:	12.4.48		
Appearance:	Turbidity	13	pts per million
Appearance after Filtration:	Clarity	Small	pts per million
pH Value:	6.7		
Electrical Conductivity:	99		
Iron (Fe) Total:	Colour: Not more than 10%.		
Iron (Fe) in solution:	Suspended Matter: Iron oxide,		
Chloride (Cl):	PARTS PER 100,000		
Free Carbon Dioxide (CO ₂):	0.10		
PERMUTIT ANALYSES LTD., LTD.			
Mr. R. S. White, 1, Foster Place, Collins Green, DUBLIN.			
Date: 13th May, 1948. Your Order: N/1212. Our Ref: N/1212.			
THE PERMUTIT COMPANY LIMITED			
The Droughda Calkeal Milling Co., Ltd., Northgate Street, Droughda, N.I.			
BT = 10% Commission on £ 100,000.00, in respect of above order being £ 10,000.00			
R.S.W.			
K.R.C.			
W.M.			
C.C.			
F.H. No. 122000/1948			
CONDITION AT TIME OF ANALYSIS			
Turbidity	13	pts per million	
Clarity	Small	pts per million	
Colour	Not more than 10%		
Suspended Matter	Iron oxide,		

THE PERMUTIT COMPANY LIMITED			
Permitit House, CUNNIBURGH AVENUE, LONDON, W.A.			
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C.C.			
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CONDITION AT TIME OF ANALYSIS			
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Clarity	Small	pts per million	
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Suspended Matter	Iron oxide,		

Stepping Up

1950–1990

In this period, R S White and the White family went through many phases of change. The strong leadership and the loyal and hardworking workforce kept the business safe, whilst alongside this the family were growing up.

In 1955, Ralph incorporated the business and a new plaque outside the offices announced R S White Ltd.

Ralph's daughters were growing up too. Susan met her future husband Brian Keating at a youth club in Dun Laoghaire in the early 60s. Brian joined the company in 1965, selling Permutit equipment. He generated good sales for R S White and put himself in favour with his future father-in-law.

In 1971 Pat Geraghty joined from Permutit as the first engineer. Today he has over 40 years service.

In 1977, Ralph retired and passed on the lead to Brian.

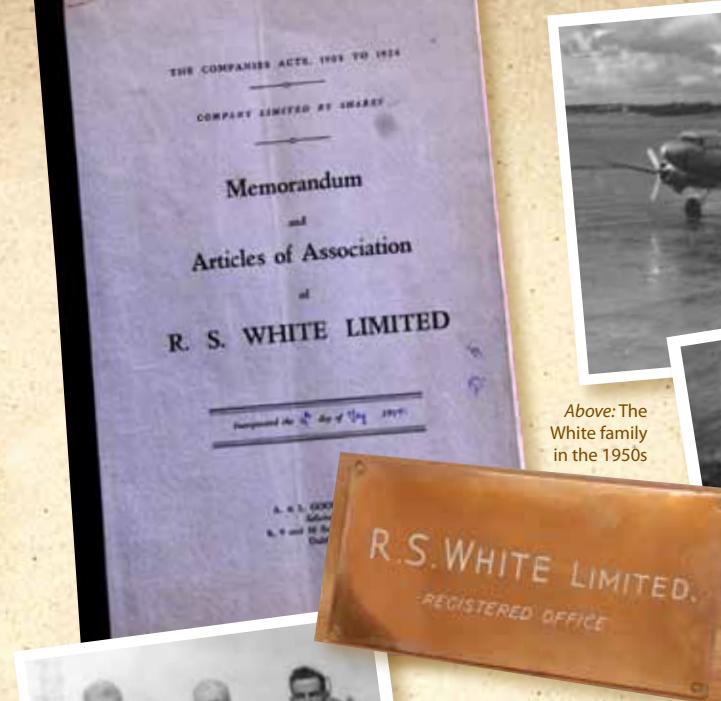
Soon after, in the 1980s, the company experienced turbulent times reflecting the state of the Irish economy. Companies who had previously supplied equipment to them stopped trading. R S White Ltd started to manufacture 'Whitewater' branded water treatment equipment at the Donnybrook site, but with the economic crash and spiralling fuel costs, this operation was eventually closed.

The strength of Brian's leadership along with the trust and reliance of a reduced but loyal staff of Tim Quinn, Lynda Doran, Pat Geraghty and Steven Farrell, brought the company safely though these difficult times.

*Turbulent times need
INNOVATION*

Leadership | Focus | Determination

Incorporated the 11th day of May 1955



Above: The White family in the 1950s



Above: R S White's Articles of Association and the brass plaque from the Donnybrook premises.

Left: Ralph's relationship with partner agencies was key to R S White's success.

Below: In 1958, one of these agencies, presented Ralph with a silver box, inscribed: *R S White, 1958, to commemorate 25 years association with Atlas Copco.*





Brian Keating, above, had a great work ethic. When he got his first job in a drapery manufacturers, G & S Thomson, in South William Street, Dublin, he used to cycle from Tyrellspass, Co. Westmeath to Dublin each week. Brian joined R S White in 1965 as a salesman. Romance blossomed with Susan White and he became a member of the family when they married in the Unitarian Church in St Stephen's Green, Dublin, on the 19 August 1967.



Above: Ivy watched a proud Ralph walk their daughter down the aisle to marry Brian.



R S White's staff are a vital part of the company's success: meeting customers at exhibitions; Pat Geraghty, who have given 40 years loyal service to the company; Brian and Tim Quinn outside the Donnybrook premises.



After many years hard work raising their family and running the family business, Ivy and Ralph enjoyed a well earned retirement. Above right: Ivy and Ralph celebrated their 55th wedding anniversary in 1982, secure in the knowledge that the legacy of R S White could continue with the birth of Mark (right) in 1968.



Turning up the Heat

1990–2012

Since the early 1990s, the company has changed its name to Whitewater, set new industry standards for the quality of pure and ultrapure water and welcomed the third generation of the family to enter the business.

Hospitals now needed 'preventative maintenance' so the service division was born. In 1989, the next family member to join Whitewater was Brian's son Mark who, with a Diploma in Electrical and Mechanical Engineering, became the first service engineer.

Mark's adventurous side led him to travel to work in Canada selling domestic water treatment systems, later volunteering for a mission with the Red Cross in troubled Yugoslavia. After two years he returned home with his fiancée Vesna and son Aco. He rejoined the company moving up to Technical Sales in 1999.

In 1991, Brian formed an alliance with Evapco cooling towers, initiating a long friendship with Mark Bourroughs. Important links were also established with European companies allowing much technical innovation, including Herco in Germany and Danish company Eurowater.

In 2001, Paul Picard joined the service team, followed by Ralph Cullinan in 2005 and Natalie Monaghan in 2008.

In 2009, Brian retired after 45 years to fulfil grandparent duties and Mark became the third generation MD.

Sadly, on 24th March 2012, Brian Keating passed away, a terrible shock for family, friends and colleagues.

Investing in
INNOVATION

Harnessing technology | Setting new standards

WHITEWATER

quality in purity



Under the leadership of Brian (left) Whitewater focused on innovative technology supported by strong sales and service, marketing at trade exhibitions (above) and introducing 24/7 customer service. Mark, below, with Tim Quinn, continues the family tradition.



Love on the Bosnian mercy mission



Arriving last week from the Balkans, Mark Keating, 25, of Cumbria, has been working with the International Red Cross in some of the most dangerous flashpoints of the war ravaged former Yugoslavia. It has been a rewarding experience for local man Mark Keating. Yet the 25 year old truck driver [ferrying emerging supplies] couldn't have expected his reward to come in the form of a beautiful Balkan bride-to-be.

(local newspaper report)



Susan and Brian had a long and happy marriage, stretching over 44 years, but sadly cut short in March 2012. Brian and Susan took great pride in the family and their achievements. Photos from the family album show sons Mark and Glenn and daughter Jenny at many of their celebrations.



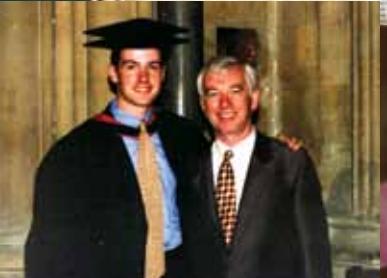
Mark, Jenny and Glenn over the years



Brian's friendly nature, attention to detail, and his enthusiasm for sales drove the company forward through hard times and good.

Brian's loyal nature and integrity helped to forge strong bonds with suppliers and customers of R S White / Whitewater throughout the years.

With contacts both here and abroad he was well loved and hugely respected among the community of colleagues and staff alike.



As well as being a proud dad, as above on Glenn's graduation day in September 1994, Brian took great delight in his grandchildren Aco, Alanna (right, with Brian) and Dylan.



Above: Glenn, Susan, Brian, Jenny, Aco, Colm (Redmond), Vesna and Mark at Jenny's and Colm's wedding in Italy on September 1st, 2009.

Right: Ivy and Ralph's two girls, Susan and Joan.



LOOKING TO THE FUTURE

2012 and beyond

The future looks bright and also green.

**Three generations of bright talent and big personalities have placed Whitewater and the family in a strong position.
Brian is missed as ever, but strength from family and friendships help.**

The company is moving into a new era which is full of technological advances.

Cost saving, energy saving, space saving and green technologies are part of new developments from Whitewater.

Mark is at the helm now, supported by a strong team of experienced colleagues and friends and many valued partner companies from across Europe.

Ralph and Brian would be proud of the continuation of their heritage in both their family and company.

There are now three children and three grandchildren in the White, Keating and Redmond story all following their own paths.

This growing family and their valued friends have all played their own part in the story of the company and will continue to do so in the future.



Mark, grandson of Ralph White, is now managing director of Whitewater



The extended White family in 2003
Back row left to right: David Godfrey, Jonathon Michael (Joan's husband), Colm Redmond, Aco Keating, Glenn Keating, Friend, Mark Keating, Joan Michael, Brian Keating
Front: Jon Keating, Lyn Keating, Vesna Keating, Heather Godfrey (Brian's sister), Susan Keating, Jenny Keating

Securing a future with
INNOVATION

Green technology | Family | Future



