

**Norit NV**

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## **Sustainable water solutions – Norit’s technologies at Aquatech USA 2009**

Each year, Aquatech USA attracts water industry groups including process, drinking and ultrapure water for residential, commercial and industrial users, and is the major North American venue for point-of-use (POU) and point-of-entry (POE) water filtration systems. After attending Aquatech USA for the first time in 2008, and finding that it is the ideal exhibition to showcase Norit’s products with specific focus on the Norit Filtrix line, Norit expanded its presence at the 2009 event held March 18-20 in Chicago. Norit participated as one of the major exhibitors, was a Platinum Sponsor and offered educational sessions at the stand that were very well attended. This enhanced exposure increased stand traffic and serious inquires about Norit’s products and capabilities.

Norit Filtrix featured the H2OK<sup>®</sup> product range for POU installation under-the-sink and the new aQix countertop unit. Visitors to the stand were impressed by the range of filter cartridge choices, especially the ultrafiltration (UF) option. “Membrane filtration, especially UF is a new concept to the POU market and we are receiving very positive feedback as it is a viable alternative to reverse osmosis (RO),” says Michael Brandon, international sales manager for Norit Filtrix.

POU dealers and distributors are especially interested in UF as an option to RO for their customers because RO filters out healthy, valuable minerals, leaving the water tasting flat, and most RO systems waste more water than is produced. Norit Filtrix’s UF membranes protect against viruses, bacteria and cysts, but allow desirable minerals to pass through and H2OK<sup>®</sup> UF cartridges do not waste any water.

The Norit Filtrix Medical Filters drew the attention of customers that market to the healthcare field. “Feedback on both the Shower and Tap Filter was very positive regarding the service life and ease of changing the filter head,” says Frank van Heusden, product manager at Norit Filtrix.

For POE applications Norit Filtrix’s LineGuard UF-100, with its large capacity, high flow rates and low maintenance also sparked interest with visitors at the stand.

In addition to the Norit Filtrix products, the stand featured Norit X-Flow’s industrial water and wastewater solutions and Norit Americas’ activated carbon. Customers familiar with Norit’s activated carbon stopped by and many were pleased to learn about the addition of the POU/POE lines to the market. Also, Norit X-Flow’s out-of-basin MBR drew the interest of visitors looking for larger industrial solutions.

After just a year, Norit Filtrix is finding avenues into the U.S. marketplace. “Our success in the U.S. can be seen in the custom OEM products that are being sold through a major retail outlet and the pending contract with a distributor that will introduce the H2OK<sup>®</sup> line to the North American dental market,” says Chantel Friedrich, business development for Norit Filtrix in North America. “Gauging the response we received at this year’s Aquatech, we are excited about the opportunities to further expand into the global POU and POE markets.”

### **Norit ‘leading in purification’**

Norit ‘leading in purification’, founded in 1918, develops and applies state-of-the-art purification technologies to help society through our clients meet environmental, health and safety challenges, and work towards a sustainable future. The Norit Group, headquartered in The Netherlands, supplies consumables, components, systems and solutions, based on proprietary technology in every step of the water and beverage value chains. More than 8 percent of the world’s population – over half billion people – already consumes water purified by Norit!

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