

**Norit NV**

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**Norit Clean Technologies - a huge success at an extremely strong drinktec 2009**

At the long anticipated drinktec 2009 Norit presented its rapidly expanding portfolio of products with Norit's Clean Technologies including 15 innovations to the movers and shakers of the beverage industry. Throughout the entire exhibition the Norit booth was extremely well attended. Norit's personnel at the 845 m<sup>2</sup> booth were kept busy explaining the features and benefits of the exhibits to visitors ranging from long-time to potential customers. The quality of the visitors was extremely high with decision-makers from international beverage and liquid food industry gathered together in Munich. In all, about 60,000 trade visitors from 170 countries attended the show, of which 55 percent were international visitors. And most importantly, people were willing to discuss upcoming investments, which assured the market. Norit was able to close several orders during drinktec, with others to follow in the coming months. As a result, drinktec 2009 is proving to be not only Norit's largest show, but also most successful for the group to date.

The high towers, vivid graphics, extensive product displays, and famous hospitality area with featured chefs created the ideal atmosphere for visitors to relax while learning in detail about the many different concepts and solutions Norit is offering in the field of Clean Technologies. Top-decision makers were especially interested in the sustainable beverage and brewing concepts, because among the greatest concerns of our customers are the reduction of product losses, water and energy consumption, and the CO<sub>2</sub> footprint. The introduction of Norit's Global Service Management concept, which includes plant, CO<sub>2</sub> and water audits to help customers identify saving potentials and create a master plan to improve plant efficiency and reduce operational costs, was very well received. drinktec 2009 proved that businesses, though cautious, are continuing to grow and invest, but with a much stronger focus on sustainable solutions. With its Clean Technologies, Norit is definitely prepared for the future.

Testimonials about the drinktec:

- Menno M. Holterman, Chief Growth Officer Norit NV: "The show went very well, visitors were impressed by our innovations and unique booth design and Norit proved to be one of the most prominent exhibitors at the event. In addition to that, the diverse booth team was extremely motivated, worked closely together and used the cross-selling potential within the group to the full extent. All CEO's as well as technical and procurement directors showed great interest in Norit's Clean Technologies. Customers were very impressed by the large number of true innovations introduced by the Norit Group and the solution-driven approach of our experts. Forced by the economic circumstances most of the brewer and beverage manufacturers are looking for new ways to meet today's ever-increasing demands in terms of investment, operational cost, quality, flexibility, and sustainability. After a century of tradition and process optimization, the brewing and beverage industries are now accepting a more industrial and holistic approach instead of small incremental optimization steps. It is exciting to see that new standards are implemented combining best practices with Norit's innovative technologies."
- Jürgen von Hollen, Managing Director Norit Process Technology and Norit X-Flow: "We definitely saw a lot of interest in the water portfolio. Water is clearly a focal point as many beverage and food producers understand the importance of water as a future license to operate. Norit's solutions really help our customers reduce their water consumption by reusing the product effluent. Although most brewers and beverage producers have already reduced water consumption by implementing best practices and optimizing their existing infrastructure, a further significant reduction requires the implementation of new and innovative technologies. The Norit Membrane BioReactor (MBR) is the operator's choice to reuse product effluent and reduce water consumption in breweries from an average 4 - 5 hl/hl to 2 hl/hl beer produced and in the beverage industry from 2.5 - 3.5 hl/hl to 1.8 hl/hl. In terms of water management, our Norit Water Audit is the ideal tool to get a better

understanding of the existing water footprint of an operation. In a second step, potential water reduction possibilities are identified and sustainable modifications are proposed. And this is exactly what the customers need to survive in today's market."

- Olaf Müller, Managing Director Norit Haffmans: "Norit Haffmans' innovations hit the market and were very well received. The oxygen family and the expansion of the in-line products with in-line turbidity and alcohol/extract measurement drew the attention of the visitors. On the carbon dioxide (CO<sub>2</sub>) systems side, we were able to close four important orders. We were also very pleased with the high interest in our Heat Recovery System LiquiVap, which excels through a short ROI of typically 16 - 24 months. In addition, customers were interested in learning more about CO<sub>2</sub> as refrigerant, which is not only greener than other options but contributes greatly to a safer working environment."
- Oliver Rupps, Managing Director Norit Südmo: "Norit's Sustainable Beverage Concept was well received by the international audience. The market is especially asking for more flexibility to be able to neutralize quality fluctuations of the raw materials, and that is exactly what our concept offers. In addition, it allows for quick product changes, reduces product losses, provides more accuracy and saves up to 25% on water usage."
- Constantin Anastasyiadis, Commercial Director Norit Südmo: "We received a positive response to our newly introduced components at the show. Energy savings and longer lifecycles were definitely among the hot topics of the show, and we saw great interest in our advanced service program."
- Dick Meijer, Commercial Director Beverage Norit Process Technology: "Our next generation beer membrane filtration (BMF) turned out to be a frontrunner at the show. Since CAPEX and OPEX of the BMF are equal or even better than Diatomaceous Earth filtration, BMF is no longer just a feasible alternative to DE filtration. Current circumstances are directing our customers to more sustainable solutions and Norit BMF is just the right answer to the market's demands. After many years of continuous research and development, the page has been turned towards BMF because the industry understands the uniqueness of this technology in terms of health, safety, flexibility, and costs."
- Joachim Herzer, Country Manager Germany Norit Deutschland: "Norit Activated Carbon participated for the first time in the drinktec. Our expectations to strengthen and increase our beverage network at this show were fully fulfilled. drinktec was an effective platform to highlight that our production sites are fully HAACP certified and that we are able to offer a large variety of activated carbon grades to the industry. At our wine bar we demonstrated the sensational strong decolorization power and dust-free handling capabilities of our innovative Bentonorit<sup>®</sup> grades. We took advantage of the many customers of our sister companies as they also got aware of the unique properties of our activated carbon products. The booth was very impressive and was highly appreciated by potential and new customers."
- Sjoerd van der Sterren, Marketing Manager Norit Haffmans and Stan Bergenhenegouwen, Marketing Manager Norit Process Technology – both responsible for the Norit booth at drinktec: "Seeing the booth being built was one thing – it was the biggest and most fantastic booth that Norit has ever had - but witnessing that customers were excited about the Norit presentation and hospitality was just outstanding. Already at the exhibition entrance, visitors were exposed to one of our drinktec graphics. The camel was chosen as a symbol for water efficiency."

For more information:

Menno M. Holterman

Chief Growth Officer – Board of Directors Norit NV

T +31 6 22451781

E [m.holterman@noritpt.com](mailto:m.holterman@noritpt.com)

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## Norit NV

The Norit Group 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.

Headquartered in The Netherlands, Norit supplies consumables, components, systems, and solutions, based on proprietary technology to a variety of industries including the water, beverage, food, chemical, pharmaceutical, and marine industries. Almost 9 percent of the world's population - over half a billion people – already consumes water purified by Norit!