

**FOR IMMEDIATE RELEASE**

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## **Do more with less with Norit at the Brau Beviale 2010**

With strategic innovations and solutions for reducing operational costs, assuring product quality and supporting a sustainable future, Norit will be prominent at the Brau Beviale in Nuremberg, Germany November 10-12. The main theme will be Norit's Efficient Performance Technology's '**do more with less**' philosophy, which features products and solutions that offer maximum performance without compromising the environment or customer's financials. In addition, Norit will give customers and business partners a deeper insight on Norit's service capabilities and unique offerings in terms of planned Lifecycle Management.

### **Saving water – saving money**

With increasing water and wastewater disposal costs, business disruption risks, poor water quality in some areas, and a global growth of fresh water demand, one of the hot topics at Brau Beviale 2010 will be reducing a brewery's or beverage plant's water footprint. In its Sustainable Brewing and Beverage Plant concepts, Norit Clean Process Technologies incorporates state-of-the-art ultrafiltration water treatment and reuse technologies, which are already in use in a multitude of systems and plants around the world, to meet the ambitious goals for water reduction that can be found in almost any sustainability report of leading brewing and beverage groups.

### **Saving energy – saving resources**

Another sustainability hot topic is minimizing the energy footprint. Natural gas is an important fossil fuel that unfortunately is finite in supply. Norit Haffmans offers a system for purifying biogas and upgrading it into bio-methane. The unique advantage of this system is that it eliminates the environmentally-harmful "methane slip" and enables 100 percent methane (CH<sub>4</sub>) recovery. This results in a higher yield of the CH<sub>4</sub> product and no emission of the harmful CH<sub>4</sub> greenhouse gas. In addition, the by-product carbon dioxide is recovered and can be used or sold.

### **Quality assurance – product excellence**

Breweries and beverage companies are facing new production hurdles as the number of products made in one plant continues to grow, consumers demand natural ingredients, and competition in the marketplace requires a strong focus on consistent, high-quality products. Norit Haffmans' wide range of state-of-the-art oxygen, carbon dioxide, alcohol/extract and turbidity quality control instrumentation and Norit Südmo's hygienic and aseptic valve and control head technology allows brewing and beverage

companies to have optimal process control, which results in improved product quality and less product losses.

### **Do more with less**

All the above mentioned saving opportunities result in a significant saving on the operational expenditures. A good example of this 'do more with less' philosophy for the brewing industry is Norit's Beer Membrane Filtration (BMF). Currently 30 full-scale plants are in operation around the world. The flexible and compact BMF skids reduce beer losses, labor, maintenance and service costs, and solid waste disposal, which reduces costs and environmental impact. When it comes to the beverage industry, the innovative Norit Südmultiblender is also a perfect showcase. Capable of mixing several products continuously and simultaneously this unit cuts down capital expenditures significantly. All of Norit Clean Process Technologies are designed with the same principles in mind: protect the environment and reduce operating expenses at the same time.

To learn more about our "do more with less" philosophy and Norit's range of products and solutions, or if you need assistance in making an operation or process plant more efficient and sustainable, please visit Norit in hall 6, booth 321 at Brau Beviale.

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### **About Norit**

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. Over 9 percent of the world's population - over half a billion people – already consumes water purified by Norit!