

NORIT NV

For immediate release

Norit goes for gold in Beijing Olympics on “green” water treatment.

Norit ‘leading in purification’ continues to promote and provide environmental solutions to both the potable and wastewater markets throughout the world and most recently contributed environmental solutions to the Beijing 2008 Olympic venue.

“We are proud of the fact that we were called upon to ensure odorless wastewater processing and treatment for two locations at the Olympic venue as well as provide final treatment of potable water at another venue,” states Duan Shaleite, Managing Director of Norit Purification Systems (Shanghai) Co., Ltd.

“As a Dutch company our first thoughts are always about sustainability and environmental-friendliness”, states Menno M. Holterman, Chief Growth Officer of the Norit Group.

Norit had been called upon to solve three water treatment problems for the Olympics. First was the need to process wastewater at the Olympic Tennis Center without the use of chemicals and the assurance that the system remained odorless. The solution was to utilize Norit’s unique Airlift™ MBR system. By utilizing Norit X-Flow membranes in a sealed process, the Tennis Center is able to process wastewater efficiently and in an environmentally “green” process. This allows for a clean, sealed operation thus protecting not only the surroundings from potentially dangerous waste and odor but also allowing for the operations staff the benefit of working in a safe and clean environment.

The next venue to utilize a Norit solution in water purification was one of the main sponsors of the Olympic events – Heineken. At every Olympic event Heineken sponsors the famous Holland Heineken House. A location that attracts numerous of visitors, athletes, and government dignitaries. Here, Norit ‘leading in purification’ was also selected to provide bacteria and virus free potable water. Utilizing another Norit technology referred to as Perfector-E, Norit was able to guarantee the safest possible potable water for the Heineken House guests and sponsors again without the need for any chemicals. The key to this was the utilization of Norit’s X-Flow ultrafiltration membrane technology in combination with Norit activated carbon. This combination of products packaged into a compact water system provides safe, virus and bacteria free potable water, which is also odor free.

Earlier, Norit was also called upon to provide water pre-treatment at the Tai Yang Gong Palace Power Plant, which was constructed primarily to provide all electrical power to the Olympic Village. Again, using Norit X-Flow membranes, the water used to provide steam for the power plant is pretreated to ensure ultra pure water thus providing the highest boiler efficiency possible in the production of electricity. This results in the lowest cost of electrical production, lower carbon dioxide impacts on the climate, reducing fuel consumption, safe water and protecting natural resources in China.

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