

20. December 2007



Norit prominent in Glass House!

On the second day of the 3FM's Serious Request, Menno M. Holterman dared to enter the Glass House. He explained to DJs Rob Stenders and Michiel Veenstra, and to the rest of the listening and viewing audience, how Norit's water purification technology works. An example of the contaminated water from the royal pond was enough to illustrate the functional principle of membrane technology. Moreover, he introduced the DJs to the world's smallest water purification system – Norit Filtrix's FilterPen – and was able to convince them to try the purified water themselves. They were very surprised by the taste, which is at least as good as bottled water.



To the TOP with Norit

This Saturday, the fourth consecutive day of 3FM's Serious Request "The world cries out for potable water", between 10:00-11:00 pm (Dutch time), the focus on the radio station 3FM will again be on Norit's unique water purification technology. From the top of Kilimanjaro, the highest mountain in Tanzania, expedition leader Wilco van Rooijen is going to explain how important safe water is for climbers and adventurers. In 2008, accompanied by young talent, Wilco will try to reach the top of the K2 during the Norit K2 Expedition 2008, one of the most difficult mountains to master on earth. <http://expeditionet.nl/kilimanjaro>



Interest overwhelming

The interest within Norit Group for the Serious Request is just awesome. A few Norit colleagues visited the Glass House in The Hague, went 'backstage', and got a very good insight of this well organized event. Front stage, they supported the Red Cross by pumping water for the good cause. In total 100,000 liters have to be pumped by the people visiting to raise money, and as of Thursday afternoon, the



Norit
leading in purification



water meter registered 30,213 liters of water already pumped. A large number of visitors at the Glass House take a serious look at Norit's Perfector-E. Most of them are quite surprised to find that, in addition to the well-known 'black pills', Norit is actually offering complete water purification solutions.

Who is going into the Glass House on Monday, 24 December?

Until Friday noon (Dutch time), you have the chance to win a spot to join Menno in handing

over the Norit check with the total amount of funds raised to the DJs in the Glass House.

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