



P R E S S R E L E A S E

Südmo North America Inc.

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SUSTAINABLE PROCESS SOLUTIONS – NORIT’S TECHNOLOGIES AT WWFE 2009

The Worldwide Food Expo (WWFE) attracts a wide variety of food and beverage manufacturers, many in search of sustainable process and water solutions. As a result, this is the premier North American venue for Norit Südmo’s valves and components and Norit X-Flow’s MBR. As a long-time WWFE exhibitor Norit, once again, had a strong showing with the enhanced graphics and wide array of valve and components on display drawing visitors to the Norit booth.

“We had a strong showing at the WWFE this year,” says Jack Jordan, president of Norit’s Process Technology Division in the U.S. “The Norit Südmo DSV Complete series and the IntelliTop 2.0 were introduced and the enhanced features of these two established components were well received by booth visitors.”

A major portion of the visitors to the booth are involved in dairy processing, which put the spotlight on Norit Südmo’s 365it Mix Proof Valve that is specifically designed to meet the requirements of the U.S. dairy market. “The dairy industry is an important market segment for us,” Jordan says. “We are continuously looking for ways to help our customers reduce plant downtime, product loss and maintenance requirements. The 365it PMO Mix Proof Valve does all of that.”

As the demand for sustainable aseptic solutions increases with more and more beverage and dairy manufacturers producing products that require aseptic processing, two innovations from Norit Südmo drew much interest from booth visitors. Norit Südmo’s P³ diaphragm for Single Seat Valves provides substantial service life for aseptic processors with its resistance to high temperature and aggressive chemicals. Norit Südmo’s Aseptic Interface Valve (AIV) provides increased efficiency and shortened CIP times for aseptic processors.

To complement Norit Südmo’s process solutions, Norit X-Flow’s ultrafiltration membranes for industrial wastewater were featured. We were able to begin discussions with visitors on a recent development by one of our partners using Norit X-Flow’s Crossflow membranes for an anaerobic MBR system,” Jordan said. “This is an exciting opportunity as it is a sustainable solution for industrial waste that creates energy, which the plant can either use or sell back to the grid and also provides recovered water for reuse.”

Customers were very excited about Norit’s capabilities in Clean Process Technologies. Food and dairy manufacturers in the United States need Norit Südmo’s extensive know-how in dairy processing combined with Norit’s extensive knowledge in water and wastewater processing to meet the sustainability requirements of key retail customers.

Overall the show was very successful in connecting current and potential customers with Norit’s innovations and sustainable solutions. “The quality of the visitors was outstanding,” says Thomas Feldmeier, head of product management components at Norit Südmo. “All major players in the U.S. dairy market visited our booth and showed great interest in our innovative products.”

“We had many meetings with key decision makers regarding upcoming projects,” Jordan said. “It is good to see that producers are looking at capital expansion for 2010 and we are working hard to make sure Norit Südmo and Norit X-Flow are their preferred partner for these projects.”

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