

NORIT NV

Norit "leading in purification" and Drinktec 2005 – excellent teamwork!

Drinktec 2005 was an outstanding success for the Norit Group. Over 70.000 visitors from 161 countries attended Drinktec 2005, confirming the role of the world's leading business platform for the international brewing and beverage industry.

Norit "leading in purification" is not only satisfied with the number of visitors, but also with the large number of decision makers and the mix of visitors from all over the world. Almost 50% of all the visitors came from countries outside Europe.

All objectives for this year's participation have been met. The introduction of the new corporate identity of Norit "leading in purification" and the large number of innovations presented during the show were both very well received.

Norit Corporate Identity

Drinktec 2005 was the launching stage for the new corporate identity of the Norit group. This directly reflects the success achieved in all lines of business over the last few years. The slogan *Norit "leading in purification"* expresses that Norit is one of the leading companies in the world with a strong focus on the purification of water and beverages. Given the positive response of the attending audience, it is obvious that our valued customers around the world will benefit from the stronger image of the Norit identity. The components, systems and solutions of Norit fulfil the demands of the global beverage industry to provide increased product quality, environmental protection, flexibility, efficiency and reduced capital and operational costs.



Norit innovations



The innovations presented by Norit, Haffmans and Südmo were very well received. Norit did not only receive the sixth consecutive order for a kieselguhr-free membrane filtration plant, but also reached the magical number of 10 million hl membrane filtered beer!

The water purification technology of Norit received a lot of attention from exhibitors. All over the world water is becoming scarce and the costs for purifying water are ever increasing. The Norit membrane bio-reactor (MBR) technology enables malteries, breweries and beverage manufacturers to drastically reduce water consumption by re-using wastewater, ultimately saving operational costs and protecting the environment.

The final stage of purification during the production of mineral and bottled water is critical. The AMF (Aqua Membrane Filtration) technology developed by Südmo and X-Flow is the ultimate answer to produce a sterile product prior to packaging against competitive operational cost. Südmo also presented the latest technology on valves and valve-manifolds as recently selected for 2 major greenfield projects in the USA, both in brewing and beverage manufacturing.



Haffmans introduced innovations both in the field of Quality Control and CO₂-Systems. The revolutionary combined CO₂ / O₂ measurement (c-DGM and c-AGM) device received an overwhelming response. For carbonation, the new Haffmans ECON Solutions were introduced. This is the new generation of a worldwide standard for dissolving "bubble-free CO₂" in beer and beverage. Next to the already successful CO₂-4U technology, Haffmans introduced the Liquivap technology to save up-to 50% of the operational costs for CO₂-recovery.



Drinktec 2005 turned out to be an excellent platform to meet and greet our valued customers and business partners from all over the world and to introduce a large number of innovations reflecting our drive and commitment towards innovation.

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