

Norit NV

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NORIT'S DESALINATION AND WATER REUSE TECHNOLOGIES FEATURED AT IDA WORLD CONGRESS IN DUBAI

Norit X-Flow, Norit Haffmans and Norit Nijhuis joined forces at the IDA World Congress on desalination and water reuse at the Atlantis hotel in Dubai from 7-10 November 2009 to showcase both individual and collective strengths for a variety of applications. The theme of this year's Congress, "Desalination for a Better World", addressed the environmental and energy impact of desalination while exploring the challenges that lie ahead to make desalination technology and water reuse both sustainable and affordable worldwide.

With the rapid increase in water demand and the decline in water availability, especially in the Middle East, efficient use of this natural resource is essential. As a world leader in the desalination and water reuse industries, Norit presented its unique point of view to address these challenges. The Norit Group showcased its integrated capabilities in the areas of remineralization, membrane filtration and pump technology, which drew the attention of most of the 1,800 delegates from over 80 countries.

Norit was the official sponsor of the technical plant site tours organized by the IDA as part of the conference. Included in these technical tours was the 64 MLD Palm Jumeirah SWRO plant, a Norit reference. As a result of its popularity, the Palm Jumeirah SWRO was toured by more than 250 industry specialists, which put the spotlight on Norit X-Flow's ultrafiltration membranes for SWRO pre-treatment at the world's most advanced seawater desalination plant. The Norit conference speech presented its 10 years of experience in seawater pre-treatment membrane technology in the Arabian Gulf. In addition, it offered a glimpse into the future of water technologies aimed at getting ahead of the ever more challenging circumstances within the Middle East.

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About Norit NV

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