

Norit Purification Systems

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Norit's Innovations at Aquatech China 2009

From the 3rd of June through the 5th of June, Shanghai will host the largest and most international water show in China, namely **Aquatech China 2009**. Aquatech is the world's leading trade exhibition on process, drinking and water technology. This event presents the most influential market leaders and features a complete overview of the latest innovative technologies, new products and services as well as unmatched networking opportunities.

The Norit Group will use this important event to launch a number of technological innovations to the Asia Pacific Market. In addition, Norit's Clean Technology strategy will be introduced, which aims at supporting our customers to save money, protect the environment, and work towards a sustainable future. With a booth area of 170 square meters, Norit 'leading in purification' is proud to be one of the key sponsors of Aquatech China 2009.

VIP Site Visits

For our Asia Pacific VIP customers, Norit will host a customer day on the 4th of June. Customers will be given the opportunity to view two key installations of Norit technology in practice at two locations in the Shanghai area including visits to the Bao Steel manufacturing facilities where Norit ultrafiltration membrane technology is used in the water reuse process. Also included in the tour is a visit to Shanghai's currently largest building in the PuDong Financial Center where, again, Norit technology is applied for wastewater treatment using Norit's unique and proprietary AirliftTM MBR technology. Both applications demonstrate Norit's commitment to a sustainable future and a green environment. They underline Norit's leading position as the largest and most successful importer of innovative membrane technology in China - for the second consecutive year in the company history.

The Asia Pacific Consumer Market

In the first quarter of 2009, Norit Filtrix's water purification consumer products were launched into the Chinese market. Besides celebrating this successful introduction at the Aquatech China, Norit will present two additional innovative Norit Filtrix technologies. The new BackFlush H2OK[®] Control is specifically designed to purify, remove viruses and bacteria, and improve taste/odor in home drinking water applications. This unit will be a solution for countries with a high level of sediment and organic matter in home use tap water in either a Point of Entry device (POE) or Point of Use device (POU). The Beijing drinking water authorities have already certified these technologies and sales to date have been well ahead of plan in the region.

Water transferring and distribution

In April 2009, Norit Nijhuis, a global leader in the manufacture of high efficiency pumps, successfully signed a multi-million euro water transfer contract with Guangzhou Water Works Company for supplying 12 high capacity pumps and high voltage motors. The Guang Zhou Xi Jiang Water Transferring Project will facilitate a cooperated supporting facility, which serves for the 2010 Asian Games in Guangzhou, in China Guang Dong province.

Finding Solutions for the Challenging Chinese Water Sector

In order to support the Chinese water sector to define and implement solutions for the challenges in water distribution, pollution, resource scarcity and climate change, Norit is involved actively in the IWA conference. On Wednesday 3rd June, Norit is participating in a discussion panel about “The challenges of water reuse” followed by a similar panel on Thursday 4th June about “Cities of the Future – the challenges of conservation programmes and their link on energy savings”. On the same day, Norit Nijhuis is presenting a paper about “Pumps for water transportation with a smaller footprint”, which addresses the ever demanding Chinese requirements to reduce energy consumption using highly efficient and compact water pumps.

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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 and pharmaceutical industries. More than 8 percent of the world's population - over half a billion people - already consumes water purified by Norit!