

Norit NV

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NORIT LAUNCHES EFFICIENT PERFORMANCE TECHNOLOGY MARK OF EXCELLENCE

To emphasize its Clean Process Technologies strategy, Norit is launching a mark of excellence for new products and systems. The Efficient Performance Technology mark incorporates one of the key principles of sustainability: *do more with less*. Delivering sustainable solutions requires providing higher performance without compromising efficiencies. Efficiency avoids waste and in this day and age we must be financially and environmentally astute.

Norit does this by creating more value using fewer resources. Customers can be assured that products carrying the Efficient Performance Technology mark of excellence, comply with Norit's stringent requirements in regard to efficiency and performance.

Norit X-Flow is the first Norit business unit to launch products and systems carrying this mark of excellence. Menno M. Holterman, Chief Growth Officer, Board of Directors Norit NV, explains: "The first Efficient Performance Technology wave includes the next generation of Norit X-Flow's Aquaflex™ system for full-scale water treatment plants and the Norit Airlift™ MBR wastewater treatment system. The performance and efficiency properties of these systems will reset industry standards."

The Efficient Performance Technology approach incorporates the most important customer requirements including exponential gains in terms of sustainability. On the performance side, for example, Norit's next generation systems for water and wastewater treatment will provide a higher output, greater system quality and an unequalled membrane filtration performance. Simultaneously, these systems offer a sizable reduction in lifecycle cost, a considerably smaller footprint, and a measurable reduction in energy, chemical use and waste production.

For more information:
Menno M. Holterman
Chief Growth Officer, Norit NV
T +31 74 255 07 77
E m.holterman@noript.com



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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!