

Norit NV

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Norit technology purifies water at Dutch Pavilion during World Expo 2010 in Shanghai

With a site of 5.28 square km, more than 190 countries participating and millions of visitors from around the world expected to attend, the 2010 World Expo, which opened May 1 and runs through October 31 in the Chinese city of Shanghai, is set to be the largest World Expo in history. The theme of the 2010 expo, “Better City – Better Life”, challenges participants to design models for cities that are ready for the 21st century. The Netherlands is participating with a complete street, named “Happy Street”, designed by architect John Körmeling. On Happy Street, Körmeling has developed his vision of an ideal city where all aspects of life flourish together. The Netherlands want Körmeling’s design to clearly illustrate that the country is on the cutting edge of better, more sustainable, and more human urban development. One of the most essential elements in such a vision is water, which is represented by two of Norit’s most iconic technologies: the Perfector-E Compact Water System and the Norit H₂OK point-of-use cartridge series.

Norit’s Chinese sales and service center, Norit Purification Systems, and Norit X-Flow installed a Perfector-E system in one of the small exhibition houses at the Dutch Pavilion. The Perfector-E, developed in conjunction with the Dutch water utility PWN, is a symbol for the Netherland’s innovative strength in water management. The Norit Perfector-E is a mobile purification system that has proven its effectiveness in humanitarian disasters such as the Tsunami in Southeast Asia and the earthquakes in Haiti and Chile. The system is also used in various remote areas without drinking water infrastructure in Europe, Africa, Asia, and America. The Norit Perfector-E filters and disinfects surface water to provide potable water. The system’s robust design and plug-and-play operation makes the unit suitable for a wide range of applications.



In addition to the Perfector E, Norit is showcasing its water purification range of applications with the installation of Norit Filtrix's H₂OK point-of-use cartridges at the drinking water stations in the Dutch Pavilion. The cartridges have been installed to offer visitors high-quality, great tasting and safe drinking water. The Norit H₂OK range is a complete line of high-performance water purifiers, filters, conditioners, softeners, and sanitizers.

Both Norit water solutions, the Perfector-E and H₂OK purifiers and filters, provide real solutions for the 21st century by meeting the ever-growing need for high-quality drinking water that is virtually free of viruses and bacteria.

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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!