

Norit NV

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Jan Martens awarded with Norit Efficient Performance Technology Award

This year's "VLB Fr hjahrstagung" kicked off with a site visit to Brouwerij Martens in Kaulille/Bocholt, Belgium. The brewery tour covered almost all aspects of the brewing process, starting at the malt delivery stations and ending at the filling lines. Afterwards, all 300 participants were invited to an informal get together to the Martens Museum in Bocholt – the Museum of Friendship.

As one of the main sponsors of this event, Norit took the opportunity to award Jan Martens with its annual Efficient Performance Technology Award 2009/2010 for the most entrepreneurial brewer with a clear vision on sustainability, who combines the rich tradition of the art of brewing with innovative technologies in a professional and industrial environment.

A few years ago, when Jan Martens invited Norit to discuss his holistic idea of the most modern beer factory on Earth with him, the foundation for the successful Brewery of the Future concept was laid. While many great ideas don't live long enough on the drawing board, this concept became real and in addition to the successful Martens brewery in Kaulille/Bocholt, a second one was built in China. In close cooperation with Meura, Sidel, KHS and Norit, Jan Martens' team designed a brewery that is a perfect example for the principle of *doing more with less*. This is also the key principle of Norit's Efficient Performance Technology.

Jan Martens was awarded with Norit Haffmans' innovative Total Package Oxygen & CO₂ Meter equipped with the most advanced and intelligent oxygen measurement available.

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About Norit

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!