

## SEE NORIT'S LEADING SOLUTIONS TO MEET THE NEW MERCURY AND AIR TOXICS STANDARDS (MATS) WHILE LOWERING YOUR TOTAL COST

*Visit Booth 609 at the Energy, Utility & Environment Conference (EUEC) in Phoenix*

**Marshall, Texas**, January 27, 2012 – Norit, the world's largest and most experienced producer of activated carbon, will showcase its new MATS mercury removal solutions for utilities at EUEC, January 31 through February 2, 2012 in Phoenix, Arizona. At the conference, Norit will be showcasing:

### **Comprehensive MATS Solutions**

With nearly 100 years of experience, Norit has the most expertise in providing you with cost-effective mercury removal solutions including systems and activated carbons.

### **Activated Carbon Injection Systems**

Norit has the largest installed base of ACI systems in the industry. Our design and manufacturing experience assures you that we will custom-design and build the best system to meet your needs. Norit's custom-designed ACI systems are simple to operate, and minimize downtime. Visit Norit at Booth 609, and together we'll build your own custom ACI system based on your specific requirements, and we'll give you an immediate cost estimate using our proprietary software.

### **Activated Carbons**

Norit's DARCO Hg-LH is the industry standard in mercury removal. Our newest product, DARCO Hg-LH EXTRA, uses patent-pending technology to meet the new MATS regulation for mercury removal using at least 50% less carbon than standard halogenated products saving you both time and money.

### **Technical Presentation**

To learn more about lowering your total cost for mercury control, please attend our technical presentation at the conference. Mr. Robert Nebergall, Norit's global business manager - emission control technologies, will present "*Improved Mercury Removal Performance Using New DARCO Hg-LH EXTRA in Challenging Applications*" on Wednesday, February 1 at 11:00 - Session C8.

### **About Norit**

Founded in 1918, Norit is the world's largest and most experienced producer of activated carbon which is used to remove pollutants, contaminants and other impurities from water, air, food and

beverages, pharmaceutical products and other liquids and gases in an efficient and cost-effective manner.

Norit's history of innovation in purification allows us to develop the right product solution to meet each customer's needs. We have created more than 150 different grades of activated carbon – produced from a variety of raw materials – so that our customers get precise solutions that fit their applications and work better than an “off the shelf” product. In addition to our unparalleled product portfolio, Norit offers a full range of activated carbon services including system design, carbon reactivation, bulk delivery and change-out, carbon evaluation, as well as technical service and support to help our customers cost effectively meet their specific purification needs.

Norit has facilities in seven countries, and a network of sales and service centers, business partners, and distributors serving customers in more than 100 countries around the world. For more information, please visit <http://www.norit-americas.com>.

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