

Beverage

In the brewing and beverage industries, Norit Haffmans is regarded as the leading market supplier for quality control equipment and CO₂ systems. It all started 60 years ago, when Ernest Haffmans decided to set up a supply business for breweries in Venlo, The Netherlands. A decision that was not only prompted by his brewery training at Weihenstephan in Freising, Germany, but also the fact that his father, Leopold Haffmans, was co-founder of the 'De Vriendenkring' brewery in Arcen, The Netherlands, so needless to say, Ernest grew up having a special rapport with the brewing business. In the early years, the firm focused exclusively on the supply side and the sale of products made by recognized manufacturers in the industry. In addition to supplying quality control equipment, the company provided breweries with technical advice and support.

Ernest Haffmans, founder of Haffmans BV and his son Bert Haffmans



60 years of Haffmans BV – From kitchen table to global market leader

The decision taken by the company in the early 1960s to develop and produce its own quality control products marked the inception of the CO₂ Gehaltemeter, a device for measuring CO₂ content. Although it is still based on the same principle that applied at the onset, this device has continually been enhanced, over the years. European sales activities were soon extended to a global market level. In addition to quality control equipment, Ernest increased his efforts on developing and marketing CO₂ recovery units in the 1970s.

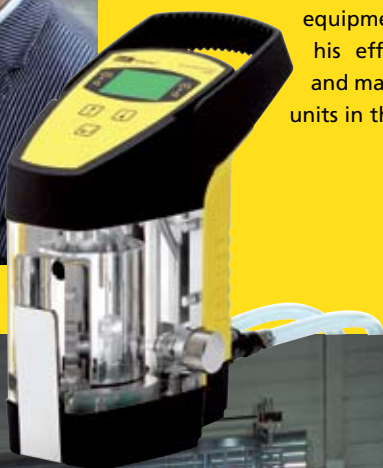
At the Interbrau 1977, Ernest Haffmans presented the first AGM-02 (Automatic Gehaltemeter), an in-line CO₂ measuring device, and immediately sold it to Swiss brewery Brauerei Warsteck in Basel. Thirty years later this product, in a refined form as AGM-09, is still on the market. His son Bert Haffmans, who took over the firm in 1980, focused mainly on refining carbonizing and CO₂ recovery units and marketing newly-developed digital CO₂ Gehaltemeters as well as Vos Rota turbidity measuring equipment and the foam stability tester Nibem-T.

In 1998, Norit became the sole shareholder of Haffmans BV. Under managing director Menno M. Holterman, the CO₂ Systems/Units division was expanded to include water deaeration technology. Norit Group's global distribution network allowed the company to diversify and improve the distribution and maintenance of Norit Haffmans products. Today, Norit Haffmans' motivated team supports brewing and beverage customers in 150 countries with its total CO₂ and O₂ management.

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Managing Director Menno M. Holterman with the famous CO₂ Gehaltemeter



Roberto Freire, Country Director Norit do Brasil

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The Brazilian market is accepting new technologies that improve the performance of water treatment plants, especially those that provide a better relationship between industries and the environment. This is seen in the use of Norit X-Flow ultrafiltration (UF) membranes.

A partnership between Norit do Brasil and Fluid Brasil Sistemas e Tecnologia Ltda, a well known and experienced engineering company specializing in water treatment, produced three achievements in the first year.

First ultrafiltration system installed in the brewing industry in Latin America
 Fluid sold a water treatment system to Indústria Primo Schincariol, one of the main brewers in the market, for their new plant in Fortaleza, Ceará State. The UF unit is part of this system that will clarify water with high salinity content and high turbidity, collected from a dam. The water produced by the UF unit will feed a reverse osmosis system, which will remove dissolved salts from this water that will be used to make beer. This is the first UF unit sold to a brewery in Latin America with a production capacity of 300 m³/h.

UF market booming in Brazil

First in the world – UF system for cane alcohol and sugar mill
 Fluid just started up an UF system with capacity of 200m³/h at Usina Interlagos, in Pereira Barreto, a city in São Paulo State, Brazil. This is the first UF system installed in such an industry in the world. The UF unit will feed the RO system that removes minerals and then feeds a high pressure boiler.

With this system Fluid was named the Water and Wastewater Treatment Company of the Year 2006/2007 by the magazine "Visão da Agroindústria" and received a prize in July 2007.

According to Mr. Eduardo Rocha, General Director of Fluid Brasil, some benefits provided by UF system are quickly perceived by these customers.

"Benefits such as strong reduction on the use of chemicals and full automation that makes these systems run without need of operators, together with the high quality of the water that is produced, are attracting the beverage and sugar cane customers to UF units," Mr. Rocha says. "Investments in such units are paid in one and a half to two years and cost of ownership is much lower than conven-

tional systems. Besides, savings in RO systems can be achieved with smaller design and longer lifetime of membranes."

"The interest of various industrial segments, specifically from brewers and sugar mills, in our products - not only membranes but activated carbon, valves, CO₂ recovery systems and pumps for instance - are justifying the strong investments Norit is making in Brazil," says to Roberto Freire, managing director of Norit do Brasil. "We currently have all the sales and technical resources established locally to support our activities and the high demand for products and services. Working together with companies like Fluid, we fulfill our corporate strategy of supporting our partner OEMs and assuring Norit's leading position in the market."

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