

Dick Meijer and team



Beverage

Overall winner Norit Synergy Award 2006: 'Brewery of the future' concept

In 2006 Norit initiated the "Norit Synergy Award". Every quarter the best example of synergy and cooperation is chosen to go forward and compete for the annual Norit Synergy Award.

The Board of Norit has decided to award the Norit 'Brewery of the future' concept, winner of the fourth quarter, as the overall winner of 2006. All know-how, experience and state-of-the-art technologies from Haffmans, Südmo and Norit are combined in the most advanced brewery concept of the world, meeting today's highest quality standards, economical and environmental requirements. A true example of Norit 'leading in purification'!

Dick Meijer, Commercial Director Beverage of Norit Process Technology proudly explains, "Winning this prestigious award does not only mean a lot to me personally but to the entire Norit team as well, as it is a direct acknowledgement of the hard work and efforts taken over the last years to develop this revolutionary concept."

At the start of this challenging project we analyzed today's customer requirements:

- Today's brewing requirements: highest and consistent beer quality
- Today's environmental requirements: minimize disposals (no kieselguhr), minimize consumption of utilities, maximize utilization of capacity and reduce losses
- Today's economical requirements: increasing competitive landscape, strong influence of marketing pushing production for increasing flexibility, decreasing logistical cost, minimize cost for consumption of raw materials, utilities and maintenance and "cash is king"

These requirements are all translated into our 'Brewery of the future' concept. The most important step is the shift from batch to continuous beer processing, utilizing the

benefits of continuous beer filtration with our environmental friendly BMF technology. Capacity is increased by 40%, beer losses are reduced to below 1%, beer stability is improved and less beer storage is required. Südmo valves and process know-how is utilized to improve the hygienic design and increased level of automation. Due to the compact design, smaller equipment is utilized consuming less energy and requiring a lower capital expenditure (CAPEX)."

Dick Meijer continues: "The permanent strive to lower the operational expenditure (OPEX) is realized by a dramatic reduction of the water consumption from traditionally 3 - 4 hl to almost 2 hl water for 1 hl beer. By using Norit's Membrane BioReactor technology (MBR) wastewater is treated and can be re-used as process water. Balancing heating and cooling requirements during the brewing process results in a substantial reduction of the energy consumption. Haffmans Total CO₂ Management philosophy is implemented to maximize the recovery and re-use of CO₂ as well as to minimize the energy consumption during the CO₂ recovery process. The entire brewing process is controlled by Haffmans quality control equipment, both in-line as well as in the laboratory, finding a competitive balance between quality control requirements and cost of operation. A high level of automation guarantees a

high level of productivity. Manpower is minimized as well: Every shift requires only two operators for beer processing, six for bottling and one for utilities and maintenance."

"Today, quality and consistency matter to brewers more than ever. The combined brewing know-how and state-of-the-art technologies within the Norit group guarantee highest quality and consistency. Dick Meijer resumes: "Money talks, our concept requires a CAPEX of around € 10 for every hl to be installed, including civil work and excluding packaging with an OPEX of around € 2 per hl for the brewing part!"

In 2007, Norit Process Technology will start-up at least two Greenfield operations based on this revolutionary 'Brewery of the Future' concept.

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Beverage



The South African SAB Ltd. is part of the SABMiller group, one of the largest brewers in the world. SAB Ltd. produces annually around 31 million hl beer in its seven operations, contributing to 42 % of the total annual clear beer production in Africa.

Haffmans wins 'Most Improved Supplier Award' of SAB Ltd Brewery

In 2006 the Newlands Brewery has been awarded as the Best Brewery of the year for the 2nd consecutive year in SAB Ltd. It is a première in the SAB tradition that the same brewery wins this highly rated award for the 2nd consecutive year. One key to this successful performance is the Supplier Partnership Program in place.

Emmanuel Rurema, Senior Product Area Manager at Haffmans BV, responsible for sales in Africa, Middle East and several countries in Europe & Asia, explains in details: "This program consists of a communication and evaluation system for suppliers, where both parties (brewery and supplier) discuss on a quarterly basis issues such as quality, deliveries, incidents, etc. and evaluate each other. At the end of the year the brewery rates all suppliers and nominates the awarded suppliers during an official function. The awards are in four categories and are given by three different departments: Brewing, Packaging and QC/QA. For the year 2006, Haffmans has been awarded as the Most Improved Supplier of the Year for QC/QA by SAB Newlands brewery."

The South African market has been a real challenge for Haffmans as in recent years the requirements have increased in both ways qualitatively and quantitatively, and it was very difficult to find a good local partner. A study of the best possible partners and

a close consultation with the key customers has led to a Cape Town based company named "Eureka Scientific". Eureka has won the Best Supplier Award from SAB Newlands Brewery for the 2nd consecutive year (2005 and 2006). Eureka supplies equipment to medical-scientific institutions and the beverage market. The key to success for Eureka is the focus on the service supply to the customer: availability of spare parts and trouble shooting support.

The partnership between Haffmans and Eureka quickly turned into a synergy based on combining Haffmans' unconditional product quality, industrial experience and dedicated area management with Eureka's service organization, market know-how and flexibility to always meet customer demands.

With the new set-up Haffmans could again realize significant operational and strategic results. Sales increased substantially, several new innovations such as i-DGM, Vos Rota and Bottle Monitor were successfully tested and accepted as standards and training programs were given to SAB operations. Last but not least, Haffmans has been assigned to review CO₂ recovery plants in all SAB Ltd. breweries and assist the group in improving the CO₂ supply situation as the current CO₂ shortage in South Africa is a major problem for the regional beverage industry.



"For Haffmans", concludes Rurema, "is this award simply a reflection of all efforts done and performances achieved in the still continuing journey with one destination: 'To supply value instead of only equipment'."

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