



INDUSTRIE DE NORA PRESENTS DE NORA NEXT

The new Business Unit produces innovative and environmental friendly systems and products based on electro-chemical technologies

April 9, 2013 – Milan, ITA - **Industrie De Nora Group**, the world leading provider of key innovative electrochemical technologies, presents the new business unit **De Nora Next**. De Nora Next supplies highly innovative and eco-friendly systems and products aimed at increasing the well being of persons, animals and plants, improving the quality of life in a safe way respecting the environment (www.denoranext.com).

De Nora Next was able to transform Industrie De Nora's proven know-how, typically industrial, applying it to mid-size applications, in order to produce disinfecting solutions with no residuals, in line with the new requests of the market, which requires chemical free solutions. The peculiarity of these systems is to produce "on site" and "on demand" solutions, ideal for disinfection and cleaning of surfaces.

Paolo Dellachà, CEO of Industrie De Nora, stated: "De Nora Next responds to the group will to diversify and expand its business. Conscious of our know how and expertise in the realization of tailor made products, characterized by low foot print, lack of toxic residues and completely safe, as already proved in the previous company's experiences Verdenora and Mednora, today, in a market oriented view, we are looking for entering in some strategic markets such as America, Europe and Japan, where De Nora's brand is already present and known".

Giorgio Padula, Head of De Nora Next Business Unit, declares: "These compact electro-chemical systems are stimulating great attention in the scientific world as well as in many other strategic sectors, such as medical, domestic, zoo-technical, industrial and food, thanks to the positive results achieved. Actually, De Nora Next is ready to catch all the markets opportunities and to guarantee flexible solutions for different applications, developing its own technology with relevant international partners".

Eva™System, first electro-chemical system launched by De Nora Next, can produce the so called "Verdeviva™", a very efficient solution in the farming sector to support and limit the use of agro-chemicals, to prevent plants diseases and diminishing the presence of parasites with no chemical residuals.

At the trade show "Pulire", Verona-May 21st -23rd, De Nora Next will be pleased to announce the premiere of a new product specific for professional uses, highly efficient against bacteria, germs, fungus and virus, but without aggressive effects and toxic residues on surfaces.

INDUSTRIE DE NORA

Industrie De Nora, based in Milan, is worldwide recognized as a leading supplier of technologies for the production of chlorine, caustic soda and derivatives, as well as the largest supplier of noble metal-coated electrodes for the chlor-alkali industry and for the electrochemical industry in general. The Group is present in the 3 main macro regions (EMEA, Americas, Asia, Pacific). Industrie De Nora can boast his state of the art technical leadership, producing turnkeys solutions for the biggest electrochemical companies, with many different and customized applications.

www.denora.com

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