



## Introducing advanced environmental protection technology in an easy to understand fashion

### Easy-to-Understand Exhibits of Seawater Desalination

In March of this year, the 3rd World Water Forum which serves as a world summit on the use and development of water resources was staged in and around Kyoto. Nitto Denko exhibited seawater desalination technologies centered on the SWC Series of its reverse osmosis membrane for seawater desalination and the ES Series of its super low-pressure reverse osmosis membrane, at the "Water-EXPO" that was held at Intex Osaka between March 18th and the 22nd as a satellite event of that forum. These reverse osmosis membranes caught worldwide attention for how they change seawater into fresh water using minimal energy and cost, and how they can be applied to producing drinking,



agricultural and industrial water. Not only the visitors from around Japan but those who came from other countries around the world were impressed by Nitto Denko's environmental technology. At the booth, posters explained the size of water molecules and impurities such as salt against the size of pores in the surface of the reverse osmosis membranes, and a hands-on corner was set up for visitors to try making a simple filter. A lot of effort went into creating a

booth where visitors who know nothing about reverse osmosis membranes and children as well could understand the mechanism of our membranes.

### Disclosing Information in a Format Anyone Can Understand

In order to enhance the environmental conservation effectiveness of our products, we believe it is important to allow customers to select an environmental product for their needs and to then try it out. For that reason, Nitto Denko provides two kinds of environmental information: that for experts and that which is easy enough for the average person to comprehend.

### Our Activity



I'd like to be a part of the solution to water problems today by helping to diffuse environmental technology far and wide.

Membrane Division  
Toshikazu Kuroda

In numerical figures, over 40% of seawater desalination around the world is done using reverse osmosis membranes while the use of conventional technology of distillation sits at a bit less than 60%. Nonetheless, there has been a sharp rise recently in the use of reverse osmosis membranes. The reason being that the energy and cost requirements are roughly half that of distillation techniques. In the Nitto Denko Group, we believe that we can make a major contribution to the improvement of water environments around the world by providing "system solutions" that change seawater into fresh water for less cost and energy. One example is a split 2-stage seawater desalination system that used our ES Series of super low-pressure reverse osmosis membranes and reprocesses filtrate from our SWC Series of reverse osmosis

membranes for seawater desalination. In fact, our products are active at plants with a capacity of 100,000 to 170,000 tons per day in the Middle East, USA and elsewhere. I think of it as our mission at Nitto Denko to make more and more customers aware of the merits of reverse osmosis, and to spread its application. That would help us to lower the price and would enable use by more people in more countries around the world. Water is essential to life and I want to apply our technology so that people everywhere on this planet can enjoy clean water.