



## Cabot Norit Activated Carbon Launches Product for Sweetener Applications

November 18, 2014

BOSTON--(BUSINESS WIRE)--Nov. 18, 2014-- [Cabot Corporation](#) (NYSE: CBT) announced the launch of PURIT™ activated carbon products for sweetener applications. Cabot Norit Activated Carbon's PURIT products deliver superior filtration, decolorization and removal of taste-affecting and odor-causing compounds from sugar syrups used in soft drinks and other beverages. This new line of multimedia products allows better filtration which enables customers to achieve significantly lower operating costs during the purification process with less environmental impact than traditional treatment methods.

The increase in soft drink consumption in developing countries has raised the need for products that can purify liquid sugar while using fewer natural resources such as electricity and water. PURIT products are dustless powder multimedia that can be used in food purification applications including liquid sugar, starch-derived sweeteners, artificial sweeteners and other liquid processes that benefit from longer cycle times due to improved filtration. Other benefits include:

- Removal of turbidity, color, taste and odor in one easy step
- Dust-free product decreases maintenance costs
- Decreased pressure drop and extended cycle time lowers operating costs
- Fewer filter changeouts reduces labor and energy costs
- Increased throughput reduces cost per volume of sugar produced

"The PURIT product line represents the first multimedia activated carbon product from Cabot. These products push the boundaries of what we have come to expect from activated carbon multimedia, performing better than competitive products and striking the balance between filterability and decolorization that is so critical to performance," said Friedrich von Gottberg, senior vice president and president Cabot Purification Solutions.

Cabot Norit Activated Carbon is recognized as 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.

### ABOUT CABOT CORPORATION

Cabot Corporation (NYSE: CBT) is a global specialty chemicals and performance materials company, headquartered in Boston, Massachusetts. The company is a leading provider of [rubber](#) and [specialty carbons](#), [activated carbon](#), [inkjet colorants](#), [cesium formate drilling fluids](#), [fumed silica](#), [aerogel](#), and [elastomer composites](#). For more information on Cabot, please visit the company's website at: <http://www.cabotcorp.com>.

Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995: Statements in the press release regarding Cabot's business that are not historical facts are forward looking statements that involve risks and uncertainties. For a discussion of such risks and uncertainties, which could cause actual results to differ from those contained in the forward looking statements, see "Risk Factors" in the Company's Annual Report on Form 10-K.

Source: Cabot Corporation

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