

Weltleitmesse für die Getränke- und Liquid-Food-Industrie  
Herstellung + Abfüllung + Verpackung + Marketing  
11.-15. September 2017, Messe München

World's Leading Trade Fair for the Beverage and Liquid Food Industry  
Processing + Filling + Packaging + Marketing  
September 11–15, 2017, Messe München, Munich, Germany

[www.drinktec.com](http://www.drinktec.com)

**drinktec**  
Go with the flow.

Munich, January 29, 2016  
**Press Release**

## **drinktec 2017: Focus on water and energy management**

Johannes Manger  
Projekt PR Referent  
Tel. +49 89 949-21482  
[johannes.manger@messe-muenchen.de](mailto:johannes.manger@messe-muenchen.de)

**Water is the most important basic ingredient for the brewing and beverages industry. But that's just part of the story. In the production processes, water fulfills many other functions—either as process water, an energy carrier or in cleaning operations. Water demand and water consumption is therefore correspondingly high. For this reason in the production of beverages and liquid food the emphasis is more and more on a holistic consideration of the way resources are consumed. Economic factors, but also image concerns, in relation to sustainable production, play an important role. Next year, drinktec, the “World's Leading Trade Fair for the Beverage and Liquid Food Industry” will be highlighting the whole theme of water and energy management. The approximately 1600 exhibitors from all over the world will be presenting sustainable solutions in this field.**

For the manufacturers of bottling and packaging machinery, too, economical use of energy and resources is becoming an ever more powerful commercial argument, important not only as regards a company's own internal processes, but also in terms of its external image, i.e. towards its customers. Themes such as reduced water consumption, the use of process heat, closed-loop production processes, water quality and the use of efficient components are all exercising minds in the industry. Continuing to increase output while reducing consumption of resources—that is a goal for the future.

Solutions for efficient water and energy management will be presented by the exhibitors at drinktec 2017 right across all sections of the exhibition. In the drinktec Forum, too, this theme will play an important role. In the opinion of Richard Clemens, Managing Director of the VDMA Food Processing and Packaging Machinery Association (*Fachverband Nahrungsmittelmaschinen und*

*Verpackungsmaschinen*), efficient resource and energy management has not yet penetrated all corners of the beverages and food industry, neither in Germany, nor in the markets worldwide. “We would therefore like to turn the spotlight on the themes of water processing, recycling and disposal, and on the contribution of hygienic design towards reducing water consumption—and we will be doing this not least at our own booth at drinktec 2017. We are going to put on a program specifically for the target group of energy managers in the beverage and food industry, in which they can gather information, learn about best-practice examples and engage in discussion with experts and colleagues from across the sector. Both for the exhibitors from this segment, and also for the trade-fair visitors, we are therefore delivering real added value.”

### **Residue-free water**

Just why the resource of water is attracting so much attention is explained by Dr. Karl Glas, of the Working Group on Water Technology at the Technical University of Munich. He identifies four reasons: “Firstly, every liter of water and every liter of wastewater costs—and those costs are rising. Secondly, the multinationals want to standardize production worldwide. And as part of that the water used has to meet very rigorous standards in terms of quality and technology. The key word here is ‘water design’. Thirdly, how carefully a company uses resources has for some time been influencing consumer decisions on whether to buy or not, and it is very much a factor in authorization procedures for new and follow-on investment. And not least fourthly, because of water shortages or to protect deep water, brand new approaches have to be tried.” At the same time, there are increasing calls for ever cleaner, i.e. residue-free, water for use in table water, for brewing, mixing or diluting. And residue-free means: no undesirable substances detected with modern analytical methods, regardless of the source of the water. This is an immense challenge in a time when even groundwater can contain traces of statins, painkillers, anti-inflammatory drugs, various analgesics, X-ray contrast media and hormones.

In terms of technology the demand for “residue-free” water is met today largely through the use of membrane processes such as ultra- or nano-filtration, and through reverse osmosis. In other applications, too, membrane processes are

increasingly being used. Apart from wastewater processing and deaeration of water, this also includes ensuring the biological quality of water, as Dirk Scheu from Kronen AG observes: "This is prompted by the problem of secondary products that can arise during chlorination and that during ozonization bromide changes to bromate. The WHO has now reduced the limit value here to 0.01 mg/l, but many international companies are adopting much more rigorous standards. Ultrafiltration, with its log rate of 6, can gain ground here. The producers then either don't have to sterilize any more or they only need to treat the headspace of the bottle with ozone. As a result the danger of bromate formation is correspondingly reduced, and that's more sustainable. Because of the international orientation of drinktec, in the area of water hygiene in particular we are expecting very strong interest from the trade visitors."

### **Resource recycling calls for optimization across all areas**

When it comes to water recycling, there are basically two ways: In the first the water is collected and sorted according to its pH content or degree of pollution, and then re-used in similar applications. The second way is what's known as the "end-of-pipe" solution. All the wastewater is collected in a central point and treated anaerobically. The biogas this generates can be used to cover around 20 to 30 percent of the energy consumption of a brewery. Also possible would be a downstream zero-liquid discharge stage which would enable around 95 percent of the volume of wastewater to be reused in production. Theoretically even the water in the zero-liquid discharge stage could be treated to reach process water quality. However, there is an overriding problem here: The more frequently the water is recycled, the more energy is needed. So one resource is saved while perhaps another is being consumed. In order to really get to grips with the issue of resource recycling, the approach has to encompass all areas; many cogs from the many different disciplines all have to fit smoothly together.

And that brings us neatly back to the core strength of drinktec: All the relevant areas in the production of beer, beverages and liquid food are covered at this single event, in a compact, professional and comprehensive way. Systems for water treatment can be found alongside concepts for the use of renewable energy in breweries. And visitors can find out about a hot-filling process in which

Page 4

cooling energy is recycled for use in production. Also on show are highly efficient systems for generating biogas, including membrane separation of the CO<sub>2</sub> contained within the gas to produce bio natural gas, for use in standard burners and motors, or for feeding into the gas grid. In 2017 drinktec will again be highlighting the technology that makes sense today and tomorrow, and the many ways in which this technology keeps coming up with answers as to how to balance economics, the environment and entrepreneurial initiative.

For more information on drinktec please refer to [www.drinktec.com](http://www.drinktec.com) and [Facebook](#), [Twitter](#) and [YouTube](#).

#### **About drinktec**

drinktec has been held in Munich since its premiere in 1951. A four-year event cycle was introduced in 1985. drinktec is the most important trade fair for the sector. Manufacturers and suppliers from all over the world meet up here with producers and distributors of beverages and liquid foods. All sizes of company are represented at drinktec: global operators and SMEs alike.

The future is mapped out at drinktec. This event is regarded as the number one platform for launching new products on the world market. Here manufacturers present the latest technology for processing, filling and packaging all kinds of beverages and liquid food—raw materials and logistics solutions included. The themes of beverages marketing and packaging design round off the portfolio.

drinktec 2017, which takes place at the Messe München exhibition center in Munich from September 11 to 25, 2017 expects to attract around 1,600 exhibitors and 70,000 visitors. Around two-thirds of the visitors come from outside Germany. drinktec 2017 will take up 14 exhibition halls, covering a total of 150,000 square meters of space.

#### **About Messe München**

Messe München is one of the world's leading trade-show companies. It organizes about 40 trade shows for capital and consumer goods and key high-tech industries in Munich alone. 14 of those events are number 1 in the world in their respective industries. Each year more than 30,000 exhibitors and about two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München International organizes trade shows in China, India, Turkey and South Africa. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.