

# **NX FILTRATION RECEIVES THE 2023 CUSTOMER VALUE LEADERSHIP AWARD**

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*Identified as best in class in the Global  
industrial water and wastewater  
treatment membrane industry*



## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. NX Filtration excels in many of the criteria in the global industrial water and wastewater treatment membrane market.

AWARD CRITERIA	
<i>Business Impact</i>	<i>Customer Impact</i>
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

### *A Rich History of Product-focused Development*

Founded in 2016 and headquartered in Enschede, Netherlands, NX Filtration provides a unique nanofiltration (NF) product portfolio that combines sustainability, efficacy, and cost-efficiency. NX Filtration’s membrane technology allows users to eliminate organics (e.g., color, micropollutants, antibiotics, bacteria, and viruses) from polluted water. The company leads the market by advancing new water treatment, wastewater reuse, and potable water production processes.

By leveraging its novel NF membrane technology expertise and maintaining an excellent position among its clients in the food and beverage, power plant, and textile industries, Frost & Sullivan observes that the company outpaces its competitors in the industrial water and wastewater treatment membrane market.

### *Leading the Way in the Market*

For the past several years, NX Filtration has demonstrated strong financial performance. In 2022, the company more than doubled its annual revenues, reaching \$8.5 million, an increase of 105% compared to the previous year.<sup>1</sup> The company experienced the strongest growth in its Sustainable Industrial Water business segment, with revenues reaching around \$5.3 million in 2022 (140% growth) compared to \$2.2 million in 2021.<sup>2</sup> The increasing number of clients in the food and beverage and textile industries (e.g.,

<sup>1</sup> <https://nxfiltration.com/investors/investor-news/nx-filtration-more-than-doubles-revenues-in-2022-and-reports-strong-strategic-progress/>

<sup>2</sup> Ibid.

PepsiCo, Aquarius H2O, Dynamics, and Envirogen) seeking to minimize their water footprint and optimize water systems contributed to the company's dramatic revenue growth.

This robust financial growth has paved the way for expanding its production facilities and research and development investment. The company has worked on advancing its upsized mega-factory by combining ultra-modern production techniques in a state-of-the-art facility. In 2022, NX Filtration commissioned the second spinning line leading to a combined total capacity of around 10,000 membrane modules annually. It is four times higher than in 2021.<sup>3</sup> At the same time, the company proceeded to construct another large-scale manufacturing facility to meet increasing customer demands for membrane modules. NX Filtration intends to develop a large-scale production facility with more than 26,500 square meters of production space. The company aims to ensure the production of 50,000 membrane modules annually.<sup>4</sup> NX Filtration also seeks to guarantee further capacity additions to elevate the number to 120,000 produced

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**- Paul Hudson,  
Industry Analyst**

membranes.<sup>5</sup> Frost & Sullivan believes this approach will allow NX Filtration to advance the commercialization and implementation of its cutting-edge NF membrane technology across various industry verticals, such as food and beverage, textile, and power energy, attracting new customers worldwide.

Since 2018, NX Filtration has expanded its commercial activities from the Netherlands to other European nations, such as Switzerland, France, and Spain. The company has also strengthened its presence in India, Singapore, and Canada. In 2022, NX Filtration secured numerous orders

for its direct nanofiltration (dNF) technology in Indonesia, China, and Australia, along with a roll-out of new large-scale and repeated projects across Europe.<sup>6</sup> This solid commercial performance positions the company for further financial growth and expansion of company capabilities globally.

The company's successful roll-out pilot strategy is at the heart of its market growth.<sup>7</sup> NX Filtration effectively converts numerous pilot projects into more extensive demonstration (demo) or large-scale projects, with further repeat orders from current customers and periodic module replacements at existing plants. In 2022, the company increased the number of pilot projects to 167 from 87 the previous year.<sup>8</sup> Simultaneously, NX Filtration delivered its dNF modules for five demo projects and 23 full-scale projects in 2022.<sup>9</sup>

Furthermore, the company offers clients crucial resources on its website, including case studies, reports, white papers, and critical consumer data, enabling them to acquire the latest data on the main advantages

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<sup>3</sup> Ibid.

<sup>4</sup> Ibid.

<sup>5</sup> Ibid.

<sup>6</sup> Ibid.

<sup>7</sup> Ibid.

<sup>8</sup> Ibid.

<sup>9</sup> Ibid.

and features (e.g., low-fouling hollow fiber configuration) of its latest industrial water and wastewater treatment membrane solutions.

Frost & Sullivan recognizes that NX Filtration meets customers' needs and exceeds their expectations as partners value the top-performance and business impact of its industrial water and wastewater treatment membrane solutions:

*“This milestone partnership to supply NX Filtration’s groundbreaking direct hollow fiber nanofiltration membranes is redefining how water can be managed more sustainably in Australia, with major reuse projects underway.”*

- Mitchel Hastings, Director at Hydroflux<sup>10</sup>

### **Ensuring Strong Partnerships**

Since its inception, NX Filtration’s sterling reputation and customer-centric framework have led to its coveted preferred partner status. Over the years, the company added various new partners to its established base.

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**- Maksym Beznosiuk,  
Best Practices Research Analyst**

For instance, NX Filtration partnered with a multinational soft drinks producer in Canada for the wastewater reuse project.<sup>11</sup> The partner sought a solution to minimize biochemical oxygen demand (BOD) in sugary wastewater to lower wastewater discharge costs and maintain the application of the sugary concentrate in the feedstock. To this end, NX Filtration utilized its dNF40 unit with nanofiltration membranes to remove viruses, color, bacteria, and other harmful compounds with a selective salt rejection. The unit also enabled the partner to produce

850 cubic meters of product water daily while operating at a water recovery of more than 75% and over 75% BOD rejection.<sup>12</sup>

NX Filtration is strongly positioned to fill market gaps and address challenges enabling users to remove all types of micropollutants and ensuring a high level of water quality. This approach will help the company drive its next growth phase by stepping into 2023 with an increased customer base, capturing market share, and sustaining its leadership in the coming years.

### **Offering Versatile Customer Support**

NX Filtration collaborates closely with clients during the pre-and post-purchase journey, providing versatile support to achieve optimal industrial water and wastewater treatment processes and higher cost savings. To this end, the company’s experts support clients during the entire industrial water and wastewater treatment membrane project lifecycle.

<sup>10</sup> <https://www.filtsep.com/content/news/nx-filtration-partners-with-australia-s-hydroflux/>

<sup>11</sup> <https://nxfiltration.com/solutions/wastewater-reuse-project-for-multinational-soft-drinks-producer-in-canada/>

<sup>12</sup> [Ibid.](#)

The company goes to great lengths to implement industrial water and wastewater treatment membrane solutions seamlessly. The company's experts have hands-on technical expertise in water engineering consulting, water data audit, and data organization. They meet with clients first to evaluate their specific requirements. At this stage, NX Filtration supports customers across various verticals (e.g., municipal and industrial) by discussing better utilizing industrial water and wastewater treatment membrane solutions. Post-deployment, NX Filtration provides quick follow-up support, ensuring clients leverage the advantages of its water and wastewater treatment membrane solutions and regular support.

### *Placing Sustainability at the Heart of Company's Activities*

NX Filtration's focus on a clear Environmental, Social, and Governance (ESG) strategy is at the heart of the company's success story. The company's leadership emphasizes the company's responsibility towards contributing to society and the environment. In 2022, the company undertook the following steps to achieve sustainability objectives:

- **Strategic Focus on Sustainability.** NX Filtration joined the United Nations Global Compact initiative. It launched the ESG Committee of two independent Supervisory Board members to achieve effective governance and oversight responsibilities on sustainability, environmental, social, corporate governance, and human capital matters.<sup>13</sup>
- **Emissions Reduction:** Due to the increasing number of membrane sales in 2022, the company ensured approximately 3,578 tons of carbon dioxide savings during the deployment lifetime of its modules and helped clients avoid applying 6.7 million kilograms of chemicals while saving 82 gigawatt hours of energy in contrast to conventional technologies.<sup>14</sup>
- **Clean Water.** An increase in membrane sales paved the way for the company to produce 263 billion liters of clean water, equivalent to the drinking water supply for 48 million persons annually. In 2022, NX Filtration facilitated access to clean water in 30 countries worldwide.<sup>15</sup>

NX Filtration demonstrates a solid commitment to supporting companies across different verticals to achieve their sustainability objectives. By boosting its membrane sales and production, the company helped the clients minimize the usage of chemicals, preserve energy, and increase the clean water supply across numerous counties worldwide.

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<sup>13</sup> <https://nxfiltration.com/app/uploads/2022-Annual-Report.pdf>

<sup>14</sup> [Ibid.](#)

<sup>15</sup> [Ibid.](#)

## Conclusion

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Customer-centric strategies help companies safeguard leading positions in markets, but only if the approach is authentic and the implementation is seamless. NX Filtration incorporates customer-oriented strategies and exemplifies best practices implementation. The company offers cutting-edge industrial water and wastewater treatment membrane solutions that help users in municipal, industrial, and other segments achieve better efficiency, cost savings, and sustainability.

The company has implanted a successful roll-out pilot strategy, turning various pilot projects into extensive large-scale projects and achieving 140% growth in 2022 in its Sustainable Industrial Water business.

At the same time, NX Filtration has demonstrated an unparalleled commitment to supporting partners to minimize their carbon dioxide footprint and ensure a higher volume of clean water supply in 30 countries worldwide.

For its strong overall performance, NX Filtration earns Frost & Sullivan's 2023 Global Customer Value Leadership in the industrial water and wastewater treatment membrane market.

## What You Need to Know about the Customer Value Leadership Recognition

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Frost & Sullivan's Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.

### Best Practices Award Analysis

For the Customer Value Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Business Impact*

**Financial Performance:** Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

**Customer Acquisition:** Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

**Operational Efficiency:** Company staff performs assigned tasks productively, quickly, and to a high-quality standard

**Growth Potential:** Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

**Human Capital:** Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty

