

Less is More

Please keep in touch with us through 2010.



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*What's true in principle is proven in every detail. Less is more!
Life itself shows the way. Few things actually prove important through the
times like health, friends, family or the satisfaction of work done well.*

*We wish you the best of success in all matters dear
to your heart for the New Year and beyond.*

Jürgen Hofinger, CEO of the NAMOS GmbH



← **A Tale of a Bygone Era**

*Hard to fathom as it may be, every year precious metals worth billions of Euros are frittered away in the catalytic converters of our cars and engines. Many of the precious metal particles cannot perform their catalytic task and are therefore wasted because they are deeply buried in the ceramic carrier material. This portion of the precious metal catalyst is inaccessible. It never comes in contact with the exhaust gases. **It's too much of a good.***

A Tale of Savvy in New Times ⇒

*As a way of halting the waste of precious metals, the Namos Company has invented and patented a biotemplating method. This new method uses biomolecules to direct only the necessary number of precious metal particles to their proper positions. Of course, this saves much of the otherwise necessary precious metal. Better yet, the biotemplating procedure requires only a few small adjustments to work in the large scale catalytic converter production. The principle remains the same: **Less is more! Always!***

