

## Holland America Line's ms Zaandam First Cruise Ship to Sail with Revolutionary Emissions Reduction Technology

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When Holland America Line's ms Zaandam sets sail from Vancouver, B.C., on Earth Day, April 22, it will be unlike any other cruise ship at sea, featuring new cutting edge emission reduction technology recently installed during a two-week drydock.

In cooperation with several United States and Canadian government and regulatory agencies, Holland America Line has launched a technology demonstration project, designed to demonstrate the feasibility of using sea water to "scrub," or reduce, engine emissions on oceangoing vessels.

"This is a ship like no other in the cruise industry," said Stein Kruse, president and chief executive officer, Holland America Line, "and after studies and modifications of the ship's new test emissions technology, it could dramatically change not only the cruise industry but the entire maritime industry by reducing ship engine emissions."

The sea water scrubber system, developed by Krystallon, a subsidiary of BP, uses the natural chemistry of seawater to remove virtually all sulfur oxide (SOx) as well as significantly reduce particulate matter emissions. The sea water is then treated to remove harmful components while the calcium carbonate (CaCO<sub>3</sub>) in seawater renders the sulfur oxides harmless by conversions to sulfates and neutral salts.

The price tag tops more than \$1.5 million and includes assistance of \$300,000 from an Environmental Protection Agency (EPA)/West Coast Collaborative grant and a \$100,000 contribution from Puget Sound Clean Air Agency. Additional support for the project comes from the Port of Seattle, the Port of Vancouver, Environment Canada, British Columbia Ministry of the Environment and the B. C. Clean Air Research Fund, as well as Krystallon. Each government agency has representatives serving on a technical advisory committee that oversees the development of this project.

"This project shows how Holland America Line focuses on new technologies and best practices to bolster our existing award-winning environmental programs," said Kruse. "We will continue to go above and beyond international requirements, as we have for many years, now in the operation of our vessels."

### Protecting the Environment through Comprehensive Programs and Innovations

Holland America Line demonstrates its commitment to responsible environmental practices through a comprehensive fleetwide program that emphasizes compliance with all international environmental guidelines, waste reduction and recycling, and a history of embracing new environmental technologies such as state-of-the-art water treatment systems, shore power while ships are in port, and an internationally-recognized whale strike avoidance program.

In June 2006, Holland America Line's Environmental Management System received the international ISO 14001 certification, demonstrating that the company conforms to higher standards than what is just required by the letter of the law. Holland America Line's ships currently meet or exceed all provisions of the international regulations governing the environmental management of marine operations. An environmental officer serves on each ship to oversee shipboard compliance and procedures.

Each ship in the Holland America Line fleet undergoes a strict port- and flag-state inspection annually and a mandatory environmental audit conducted both by an outside environmental auditing firm and by internal staff.

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