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Eutech Instruments wins again

Eutech Instruments garners internationally acclaimed 2003 Frost and Sullivan Product Line Strategy Award

Testimony of excellence

For the second time, Eutech Instruments has been conferred the prestigious Market Engineering Award for Product Line Strategy 2003 by renowned market research company Frost and Sullivan. Eutech Instruments won the same award in 2001. This award is presented to the company that has demonstrated the most insight into customer needs and product demands. According to their recent report '*World pH Meters and ORP Measurement: Instrumentation Markets*', Eutech Instruments "has optimized its product line by leveraging products with the various price, performance, and feature points required by the market."

Winning factors

As stated in the report, the analyst team at Frost and Sullivan tracks all end-user requirements and market dynamics within the industry in order to select the award recipient. This process includes interviews with suppliers, end-users, and industry experts. The product lines are compared with customer base demands, and the top-ranking supplier is then presented the award. In addition to the methodology described above, there are additional criteria used to determine the final competitor rankings in this industry. The recipient of this award has excelled based on one or more of the following criteria:

- Introduction of new products, strategically positioned to balance the product line
- Ability to accommodate different market segments, or different markets within an industry by repurposing technology
- Enhancement of product offerings through optimization of packaging, service, delivery, financing, and/or other value-added services
- Strategic technology or marketing acquisitions or alliances

Diverse range of products – key to competitive edge

Eutech Instruments has a reputation of offering scientific instruments for industrial, educational, as well as research applications. The key to Eutech's competitive advantage is this ability to provide a diverse range of products to suit the needs of a wide range of customers. With its extensive product line and significant role in both the bench-top and

portable pH/ORP meters market, Eutech Instruments has accomplished what most companies have not achieved - to meet the varying demands of customers in the laboratory and field applications market.

To support these applications, Eutech Instruments also offers a range of on-line transmitters, and controllers including industrial electrodes for continuous electrochemical analysis.

Conclusion

According to the report, "Foresight into the future requirements of its customers and the ability to keep pace with technological advancements" encouraged the diversity of Eutech's product selection. In addition, "well-established distribution network, high quality, and price-competitive products" are part of the winning combination that makes Eutech Instruments stand out.¹

About Eutech Instruments

Eutech Instruments is a leading ISO 9001 certified water quality analysis instrumentation manufacturer that markets its comprehensive product ranges world-wide through an extensive distributor network under the brand names of Eutech, Oakton and Accumet. For more information, please visit our corporate website at www.eutechinst.com

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¹ Excerpt from Frost and Sullivan, 'World pH Meters and ORP Measurement – Instrumentation Markets A479-30'