

## The World Market for Flowmeters

Attached to this memo is information about a very exciting opportunity for you to become up-to-date on the worldwide flowmeter market. For the first time, Flow Research is publishing a single study that includes all 10 flow technologies. Called **The World Market for Flowmeters**, this new study includes market size and market shares by geographic region for all 10 flow technologies. We believe we are the first market research company to publish a flow study that is based on data gathered after the tragic events of 9/11/01. Data for this study was gathered between July and December 2002.

**The World Market for Flowmeters** is the endpoint of two years of work in which we analyzed every flow technology individually. We have put all these numbers together into a single study. This new study will give you a complete view of the entire flowmeter market, with numbers updated to 2002 shipments. Now you can tell how the economic downturn has affected the entire flowmeter market, and how it has affected individual companies and technologies. Here is an outline of The World Market for Flowmeters:

- Chapter 1: Executive Summary
- Chapter 2: Introduction
- Chapter 3: The Worldwide Flowmeter Market
- Chapter 4: The New-Technology Flowmeter Market
- Chapter 5: Coriolis Flowmeters
- Chapter 6: Magnetic Flowmeters
- Chapter 7: Ultrasonic Flowmeters
- Chapter 8: Vortex Flowmeters
- Chapter 9: Differential Pressure Flowmeters
- Chapter 10: Positive Displacement Flowmeters
- Chapter 11: Turbine Flowmeters
- Chapter 12: Open Channel Flowmeters
- Chapter 13: Thermal Flowmeters
- Chapter 14: Variable Area Flowmeters
- Chapter 15: Strategies for Success
- Chapter 16: Company Profiles (50 Companies)

We have also updated our first five studies: Coriolis, Magnetic, Ultrasonic, Vortex, and New-Technology (Volumes I to V), and are making these new volumes available to you at a low cost so that you can take advantage of this updated research. We have also priced The World Market for Flowmeters well below market value so that as many companies as possible can enjoy the benefits of this groundbreaking effort.

An opportunity like this may come only once in a lifetime. This information will never be more current than it is today. This is the data you need to update your strategies to today's marketplace. Our new studies are in the final stages of production, and will be ready to ship by the end of January. See the attached letter for more information, and for an order form. And don't miss your chance for a copy of our Worldwide Flowmeter Handbook, free with your order. Please contact me at [jesse@flowresearch.com](mailto:jesse@flowresearch.com) if you have any questions, or visit our website at [www.flowresearch.com](http://www.flowresearch.com).

January 23, 2003

Dear Product or Marketing Manager,

In case you've had the opportunity to visit Boston during the past five years – or even if you haven't – you may have heard about the "Big Dig." The Big Dig is called the largest public works project in US history. It creates an underground expressway beneath the city to replace the current "Central Artery," a road that has become too crowded and is subject to many traffic jams. If you've ever had the experience of driving in Boston, I'm sure you know what I mean.

This past weekend the underground tunnel connecting the Mass. Pike (Route 90) to Logan Airport was opened for the first time. This new tunnel will make getting to and from the airport much easier. As I drove this tunnel yesterday for the first time, I was highly impressed by this engineering marvel. It is a beautiful road, and well worth the wait. Construction on the Big Dig began 12 years ago. This tunnel is part of a network of tunnels and bridges that will form an interconnected system of roads above and below the city of Boston when it is complete.

While reading about the opening of the new tunnel, I thought about how the Big Dig compares to our recent project of analyzing the flowmeter market. **Doing good market research requires digging for information, and it also requires persistence. Even though the project we just finished – a complete analysis of the worldwide flowmeter market – began two years ago, it is really the endpoint of a ten-year process.** It was ten years ago – in 1993 – that I started research on the worldwide Find/SVP flowmeter study that was published in 1994. I still find that people are using this study today – it has stood the test of time.

Since completing the 1994 study, I have gone on to write 30 more flowmeter studies, and have published more than 30 articles in various journals on flow-related topics. Most of these publications focus on specific technologies, or give reasons for choosing one flow technology over the other. I haven't tried to give the "Big Picture of Flow" again since 1994.

I am very excited to say that, for the first time since 1994, Flow Research can now offer you "The Big Picture of Flow." **Flow Research has now completed our individual investigation of all the flow technologies. For the first time, we have put the results of our research together into a single, comprehensive volume called The World Market for Flowmeters.** No study like this has ever been published before. This is not the "once over lightly" approach that you might get from some market research firms. Instead, this is the result of two years of sustained research into every flow technology. And that two years of research was built on eight years spent analyzing many aspects of the flowmeter market.

As you may know, Flow Research previously published single volume studies on most flow technologies. This includes Coriolis, magnetic, ultrasonic, vortex, differential pressure, positive displacement, and turbine. We have now completed our research into the three remaining flow technologies: open channel, thermal, and variable area. As a result, we now have definitive data on all flow technologies, and we have assembled this data into a single comprehensive study, **The World Market for Flowmeters. To make this information available to a wide variety of companies, we have priced this volume well below the market value.**

Why didn't we take the approach of some other companies, and do an overview volume without analyzing each technology individually? The answer is very simple. There is no way to get reliable

data on the entire flowmeter market without taking the “bottom up” approach of focusing on one technology at a time. The market is too large and too complex to analyze all at once. **During our research, we contacted more than 300 flowmeter companies and did more than 750 telephone interviews, including both suppliers and endusers. We also did 30 company visits to better understand flowmeter suppliers and their products.** No one has ever attempted such a comprehensive analysis of the worldwide flowmeter market.

Of course, this approach takes time, and creates a unique problem. The flowmeter market is so large that, by the time we were done analyzing all ten technologies individually, the data gathered on the first few technologies was already out of date. **We solved this problem by updating our data on Coriolis, magnetic, ultrasonic, vortex, and DP flowmeters at the same time we did the research on open channel, thermal, and variable area flow. As a result, we now have completely up-to-date information on all ten flow technologies!**

Not only did we update our previous information, **we are making this new data available to you in the form of completely new and updated versions of Volumes I to V of our series of flowmeter studies.** We are making these updated studies available for \$1900 to companies that purchased the original volumes. And if you order **The World Market for Flowmeters**, you can take 20 percent off the rest of your order.

You can find complete information about all our new studies attached, including an order form. In addition to the updated versions of our new-technology flow studies, you can also order our recently released studies on positive displacement and turbine flowmeters. Don't miss your chance to be a part of this unique and exciting moment in the history of flow! You now have access to 2002 data for every flow technology. You can have this data in three flavors:

1. Volume X, including market size and market shares for all 10 flow technologies.
2. Our new Volumes I – V (Coriolis, Magnetic, Ultrasonic, Vortex, New-technology), and our new Volumes VII and VIII (PD and Turbine)
3. Our original Volumes I –VI, which contain more detailed segmentation. Volume VI is our worldwide survey of 297 flowmeter users.

**On top of this, we are offering a free copy of our Worldwide Flowmeter Handbook.** This Handbook has contact information for more than 250 flowmeter companies, and includes discussions of each flow technology. This Handbook, valued at \$350, is free with your order.

Thank you for your support for this groundbreaking research. Please contact us if you have any questions. As in the past, you can order the studies directly from Ducker Worldwide. Please contact us if you have any questions, visit our website at [www.flowresearch.com](http://www.flowresearch.com). I look forward to hearing from you.

Yours in flow,

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**The View from 20,000 Feet**



## The World Market for Flowmeters

Now available for the first time in 10 years – comprehensive market research on the total worldwide flowmeter market. Our new Volume X: **The World Market for Flowmeters** is the most complete picture ever presented of the flowmeter market.

The study is based on two years of exhaustive research, with up-to-the-minute data gathered on *all* technologies between July and December 2002. It features market size and growth forecasts through 2007 and market shares by geographic region for all flowmeter technologies. Destined to be an instant “classic” itself, it is even more comprehensive than the classic 1994 Find/SVP study also written by Dr. Jesse Yoder, *The World Market for Flowmeters in the Process Industries*. Since then he has written 30 flowmeter studies and published more than 30 articles on flow-related topics in major industry journals.

This new detailed report covers both new-technology and traditional technology flowmeters: **Coriolis, magnetic, ultrasonic, vortex, differential pressure, positive displacement, turbine, open channel, thermal, and variable area**. This report does not include the detailed market segmentation that appears in our in-depth reports on individual technologies, but it does provide a complete look at the entire worldwide market. It includes:

- Market size, market shares, average selling price, and growth forecasts through 2007 by geographic region for all technologies
- Growth factors and macroeconomic factors
- Strategies for success
- Company profiles for 50 major manufacturers

*Find out how the economic downturn has affected the flowmeter market.*

### New 2003 Studies Analyze Specific New-Technology Markets

For companies that need more detailed market segmentation on specific technologies, we have created updates of our 2001 new-technology data in the original reports (Volumes I through IV). We offer standalone reports on Coriolis, magnetic, ultrasonic, and vortex meters that include the information above plus more detailed segmentation:

- Smart vs. conventional by communication protocol by region, with comparison with multivariable flowmeters where appropriate
- Average selling price by region and type
  - By industry, distribution channel, and customer type — all by region
- By fluid type (liquid, steam, gas)

If you do not already own our original reports, you can buy them now for a low combination price and get even more segmentation: AC vs DC, bent tube vs. straight, etc. (See our brochure, *New Technology Flowmeter Studies* for detailed information on the original reports, or visit our website at [www.flowresearch.com](http://www.flowresearch.com).)

Our newly updated *Volume V: The World Market for New-Technology Flowmeters* incorporates data on ultrasonic, magnetic, Coriolis, vortex, and multivariable dp flowmeters into a high-level analysis of the new-technology flowmeter market.

All the reports are brought to you by companies you can trust for thorough and accurate data: Flow Research and Ducker Worldwide. Visit [www.flowresearch.com](http://www.flowresearch.com) for more details.



### A complete picture in time

## Why You Must Have this Study

*The World Market for Flowmeters* is essential for marketing and product managers in multitechnology companies or companies that compete against various technologies. It gives you worldwide data on all technologies in one place and at one snapshot in time so that you can:

- Understand the dramatic impact of the tragic events of 9/11/01 and the economic downturn on the flowmeter market
- Stay current with data on flowmeter shipments in 2002
- Grasp how the 10 flow technologies stack up against each other
- Benefit from knowledge gleaned from 10 years of data and 30 flow studies
- Be among the first to own an “instant classic” — at a price you can afford
- Capitalize on insights from more than 400 interviews with flowmeter users worldwide
- Learn strategies to help you build your product line
- Assess your competitive position with detailed company profiles

## Order Form

Name \_\_\_\_\_ Company \_\_\_\_\_  
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<b>Study</b>	<b>Original study</b>	<b>NEW January 2003 Studies Now Available!</b>	<b>20% Discount with <i>Volume X</i></b>	<b>Total</b>
Volume I: The World Market for Coriolis Flowmeters	__ \$2900 (was \$3900) <i>Released 7/01</i>	__ \$3900 __ \$1900 if you already own the original study __ \$2000 with purchase today of original study		
Volume II: The World Market for Magnetic Flowmeters	__ \$2900 (was \$3900) <i>Released 5/01</i>	__ \$3900 __ \$1900 if you already own the original study __ \$2000 with purchase today of original study		
Volume III: The World Market for Ultrasonic Flowmeters	__ \$2900 (was \$3900) <i>Released 5/01</i>	__ \$3900 __ \$1900 if you already own the original study __ \$2000 with purchase today of original study		
Volume IV: The World Market for Vortex Flowmeters	__ \$2900 (was \$3900) <i>Released 8/01</i>	__ \$3900 __ \$1900 if you already own the original study __ \$2000 with purchase today of original study		
<i>New 2003</i> Volume V: The World Market for New-Tech. Flowmeters	__ \$4900 <i>Released 2/2003</i>	__ \$2900 for companies who already have the original 9/01 study		
Volume VI: Worldwide Survey of Flowmeter Users	__ \$3900 (was \$4900) <i>Released 10/01</i>	<i>No update – data on customer decision making, flowmeter use, and preferences still pertinent</i>		
<i>New</i> Volume VII: The World Market for Positive Displacement Flowmeters	__ \$3900 <i>Released 9/02</i>			
<i>New</i> Volume VIII: The World Market for Turbine Flowmeters	__ \$3900 <i>Released 9/02</i>			
<i>New</i> Volume IX: The World Market for Pressure Transmitters	__ \$4900 <i>Available. 2/03</i>			
<b><i>New</i> Volume X: The World Market for Flowmeters – all 10 technologies</b>	__ \$4900 (priced well under value!)	<i>Released January 2003 – Now Available!</i>	20% off all other studies w Vol. X	
<b><i>Grand Total</i></b>				
<b>Free with your order: one copy of The Worldwide Flowmeter Handbook (a \$350 value!) Note: Nonparticipants add \$400 per study.</b>				