

Dear Flowmeter Manager:

Have you ever gotten lost while driving? Most of us have had that experience at one time or another. If you've had this experience, then you can appreciate the value of a good map. Having a good map can be the difference between arriving at your destination on time and driving around lost, looking for that elusive address.

I mention this example because having a good market research study is very much like having a roadmap to the industry. A good study identifies the market participants, tells you market size, and lets you know projected sales volume. It also provides market strategies to help you get where you are going.

Flow Research has recently completed a three-year project in which we have mapped the entire flowmeter market. The result is a ten-volume set that both gives an in-depth analysis of the market for every type of flowmeter and also has an overview of the entire market. If you are looking for an overview of this \$3.1 billion market, then Volume X, **The World Market for Flowmeters**, is the one for you. If you are looking an in-depth knowledge of one or more flow technologies, then one of the individual volumes is the best choice.

The past six months have certainly had their ups and downs. However, there are now some very encouraging signs on the economic horizon. Businesses are starting to spend again. **Are you ready for the coming boom?** Don't let yourself get caught short with out-of-date market data. This is an ideal time to order these studies, while the data is still fresh. By waiting, you are buying yourself some time, but you will also be losing the value of having today a complete map to the flowmeter industry. **We can put any study into your hands in a matter of two or three days from now, via our Federal Express delivery.**

Of course, you may prefer to see the data in a different way, or may require a more in-depth look at end-user industries. To meet these needs, we also do custom work. Call or email us for complete information. Many companies have custom work done before releasing a new product to find out what industries and applications the product is best suited for.

To make our offer even more attractive, **I'm allowing you to take 10 percent off your entire order with receipt of this letter.** To receive this offer, simply request the 10 percent off when you place your order. Please note that this offer cannot be combined with other discounts, except that we are still offering a free copy of our **Worldflow Handbook** with your order. To receive your Handbook, please ask for it when placing your order. Simply fill out the attached order form and fax it in. You can also order by phone and by email. **Your in-depth market analysis is only days away!**

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 three years of exhaustive research, with up-to-the-minute data gathered on *all* technologies between June 2002 and February 2003. 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 40 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 V). We offer standalone reports on Coriolis, magnetic, ultrasonic, vortex, and new-technology meters that include the information above plus more detailed segmentation:

- Smart vs. conventional by communication protocol by region, with comparison with multivariable flowmeters where applicable
- 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.)

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 these reports are brought to you by companies you can trust for thorough and accurate data: Flow Research, Inc. and Ducker Research.

Visit 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 multi-technology 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 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

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Volume V: The World Market for New-Tech. Flowmeters (June 2003)	__ \$4300 \$3300 if you own the original study		
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