

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 \$2900 to companies that purchased the original volumes.

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 299 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. I look forward to hearing from you.

Yours in flow,

Jesse Yoder
President, Flow Research, Inc.