

**Flow Research**  
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**Wakefield, MA 01880**  
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**(781) 224-7552 (fax)**  
[www.flowresearch.com](http://www.flowresearch.com)

Dear Product or Marketing Manager:

I am writing you with some very exciting news. You may already know that, for the past year, Flow Research has been working on a series of flowmeter studies. This is a series of studies that includes the entire worldwide flowmeter market. I am very happy to let you know that **we have completed the worldwide magnetic flowmeter study.**

Magnetic flowmeters were introduced in Holland over 50 years ago. Since that time, they have grown to command a bigger share of the revenue pie than any other flowmeter. The magnetic flowmeter market is still growing, but it is a more mature market than the ultrasonic market. Highlights of the study include:

- A product and technology analysis of the magnetic flowmeters offered by many suppliers
- Market size and growth forecasts to 2007 by geographic region
- Market shares by geographic region
- Shipments of multivariable vs. smart vs. conventional magmeters
- Shipments by communication protocol
- Strategies for success
- Profiles of 33 suppliers

Some of the exciting developments in the magnetic flowmeter market include **the introduction of two-wire meters, the availability of multivariable meters, and the move towards compact magnetic flowmeters.** Magnetic flowmeters are very widely used in Europe, and the top three suppliers of magmeters are based there. Technological advances have allowed magmeters to handle lower conductivity liquids than ever before. At the same time, AC meters are still available to meter liquids with high solids content.

If you are in the flowmeter market, you don't want to miss this study. Flow Research studies are the most comprehensive available anywhere. Here's why:

- We interview and profile every supplier, not just the leading suppliers. The magnetic flow study has 33 company profiles.
- We talk to companies all over the world, in places like Japan, Singapore, Germany, Italy, France, Lithuania, China, Taiwan, Sweden, and many other countries.
- Instead of just talking to suppliers, we also interview end-users. At the beginning of our research into the flowmeter market, we interviewed 299 end-users from the US, Europe, and Asia, and published this as a separate end-user survey.

- The study includes a product analysis for many suppliers, containing a summary, photos, and specs for their products. One chapter gives you an overview of most products offered worldwide for magnetic flowmeters.

If you would like more detailed information on either **The World Market for Magnetic Flowmeters**, please call us at 781-245-3200, or send me an email to [jesse@flowresearch.com](mailto:jesse@flowresearch.com). Visit our website at [www.flowresearch.com](http://www.flowresearch.com) for detailed descriptions of each study, and an order form.

These studies are **simply the best research available today** on the worldwide flowmeter market. Don't miss your chance to benefit from our years of experience, and the thousands of hours we have put into researching the flowmeter market. Call or write us today for further information!

Best regards,

Jesse Yoder  
[jesse@flowresearch.com](mailto:jesse@flowresearch.com)

## Overview of Flow Research Studies

What's in these studies? Here's an outline of volumes I through IV. These are the individual studies covering Coriolis, Magnetic, Ultrasonic, and Vortex flowmeters worldwide:

Chapter One:	Executive Summary
Chapter Two:	Introduction
Chapter Three:	Product and Technology Analysis
Chapter Four:	Market Size and Forecast through 2005
Chapter Five:	Market Shares by Region and Industry
Chapter Six:	Strategies for Success
Chapter Seven:	Company Profiles

**Chapter One-Executive Summary:** Concisely presents the main conclusions of the study.

**Chapter Two-Introduction:** Presents the methodology and key definitions of terms used in the study. Defines the countries included in the five geographic regions used: North America, Europe, Japan, Asia without Japan, and Rest of World.

**Chapter Three-Product and Technology Analysis:** Presents the theory of operation of the flowmeter in question (Coriolis, magnetic, ultrasonic, or vortex). Provides a detailed analysis of the products by model name. **This is a new feature in these studies, and provides a complete overview of the available products on the market worldwide from virtually every supplier.**

**Chapter Four-Market Size and Forecast Through 2005:** By compiling together the sales data from the individual companies contacted, we have been able to determine actual market size. Market is forecast by geographic region, and in terms of various market segments specific to each type of meter. **This chapter tells you the dollar amount of each type of flowmeter sold in each geographic region, and the number of units sold.**

**Chapter Five-Market Shares by Region and by Industry:** Provide market share analysis for each type of flowmeter by geographic region and by industry. Industries covered include oil & gas, refining, chemical, food & beverage, pulp & paper, pharmaceutical, metals & mining, power, water & wastewater, and other.

**Chapter Six-Strategies for Success:** Contains strategies that flowmeter suppliers can use to gain market share, and to expand their presence in the market.

**Chapter Seven-Company Profiles:** Contains detailed information on the suppliers of the type of flowmeter in question. Includes detailed information on company history and the products supplied by each company.

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Flow Research has conducted a series of studies on the worldwide flowmeter market. All studies are currently available and are part of a 10-volume series of flowmeter studies. Please let us know which of these studies you would like more detailed information on.

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_ City \_\_\_\_\_

State/Country \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Website \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

Send us information on the following studies:

- \_\_\_\_\_ Volume I: The World Market for Coriolis Flowmeters (2003)
- \_\_\_\_\_ Volume II: The World Market for Magnetic Flowmeters (2003)
- \_\_\_\_\_ Volume III: The World Market for Ultrasonic Flowmeters (2003)
- \_\_\_\_\_ Volume IV: The World Market for Vortex Flowmeters (2003)
- \_\_\_\_\_ Volume V: The World Market for New Technology Flowmeters (2003)
- \_\_\_\_\_ Volume VI: Worldwide Survey of Flowmeter Users (results of 300 phone interviews)
- \_\_\_\_\_ Volume VII: The World Market for Positive Displacement Flowmeters (2002)
- \_\_\_\_\_ Volume VIII: The World Market for Turbine Flowmeters (2002)
- \_\_\_\_\_ Volume IX: The World Market for Pressure Transmitters (Jan. 2004)
- \_\_\_\_\_ Volume X: The World Market for Flowmeters (2003)

\_\_\_\_\_ Send information on your entire series of studies.

\_\_\_\_\_ Add my name to the distribution list for Hot Topics. Specify email address \_\_\_\_\_

Please fax this sheet back to Flow Research at 781-224-7552, or send an email to [jesse@flowresearch.com](mailto:jesse@flowresearch.com). Thanks for your interest in Flow Research studies!