

INTERPHEX JAPAN (24th)

June 29 – July 11, 2011

At Tokyo Big Site

Reported by Takao Mochizuki, International Division

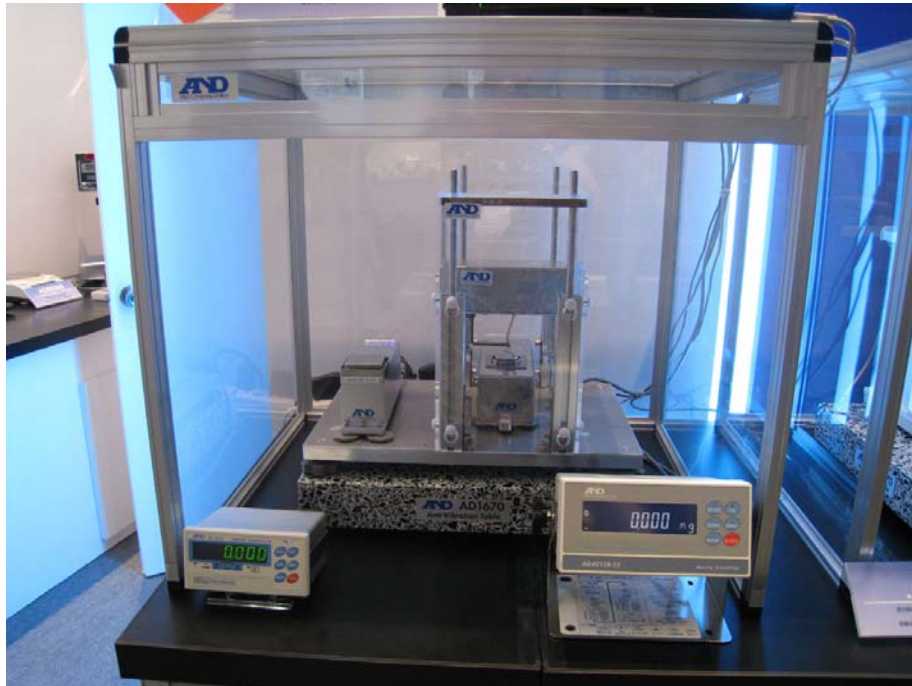


We have used this exhibition as an opportunity to introduce our new products and this time we specially arranged an in-booth presentation for the visitors to explain the development concept of our new product for this year, the BM Series of micro-analytical balances, and how to use them and measure microgram readings correctly.



The in-booth presentation had four parts:

- A. The development concept of the BM balance and its features and benefits
- B. Recommended measurement environment and an explanation of the measurement environment evaluation tool, AND-MEET.
- C. Measurement error by static electricity and our recommended countermeasures
- D. Measurement error by air flow and our recommended countermeasures



We have been offering "How to use our products for correct measurement" in addition to offering new products and their features to the market and customers. To further increase customer satisfaction, we are planning to make these kind of arrangements in Japan and then expand this to international sales as well.