

HEIGHT OF

# precision

02

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In this edition

- \_ Gurney rises to Hartest challenge
- \_ Batteries ARE included
- \_ Tinsley India joins the family
- \_ Tinsley upgrades power measurement
- \_ KL conference hails Asian 'powerhouse'
- \_ Tinsley and Buchmann bring sight saver to market
- \_ MPOD gets Mayor's approval
- \_ Wallace welcomes Japanese growth



One of our priorities following the corporate re-branding of the group was to improve the way in which we interact and communicate with our loyal partners around the world. By far the best method of this is through the many face to face meetings with our colleagues and customers and being an international company this involves extensive worldwide travel from the North Pole to South.

The Sheen Asian conference in Kuala Lumpur is just one of the many examples of this which proved to be a huge success, and you can read all about it on pages 4 & 5, primarily because it brought everyone associated with the brand in the Far East and Asia together in one place to share their experiences and ideas.

This type of activity is invaluable and plans are underway to hold similar events in other strategic regions of the world in the future.

It is also always a pleasure to welcome you to our offices in the UK whether it be for formal product sales training or for more in-depth service and calibration training.

I very much look forward to seeing you in the coming months.

*Nigel Rose*

Nigel Rose  
Managing Director

## Welcome

Dear colleagues,  
Welcome to Height of Precision our latest Hartest Precision Instruments newsletter.  
You will notice that there is a strong International theme to this edition which is extremely pleasing.

## Gurney rises to Hartest challenge



**Hartest Precision Instruments is getting better at building on its individual brand strengths to exploit opportunities in a growing number of global markets, according to recently appointed finance director Grahame Gurney.**

Grahame, who joined the company's board after 25 years with a range of industrial manufacturing businesses, believes the group, which was founded three years ago from a merger between long-established precision technology companies ASL, Sheen, Tinsley and Wallace, is starting to realise the benefits of its combined brand strengths.

"Each of our brands is strong in its own right, but all now enjoy the benefits of additional resources and manufacturing synergies," said Mr Gurney. "We are now far more effective at driving product development as a group right down through our product pyramid."

Grahame joined Hartest from Manchester-based Dedicated Micro Computers.

## Batteries ARE included



**ASL has launched a precision handheld thermometer kit that provides the user with everything they need to carry out highly accurate temperature measurement in one handy package.**

The company's popular F100 handheld thermometer now comes complete with rechargeable battery, charger, probe and adaptors in a smart, but extremely hardwearing protective case.

ASL is renowned for producing high precision thermometers and temperature bridges. In addition to supplying national temperature calibration laboratories throughout the world including NPL, the company also supplies temperature calibration equipment to many high profile companies such as NASA and Airbus.

The heating, military, pharmaceutical, brewing and petrochemical industries also make wide use of ASL technology for precision calibration, process monitoring, sterilisation and validation work.

The F100 is able to measure between -200degC and +850degC to a system accuracy of +/-0.035degC over the full range. Weighing just 500 grams, the F100 battery-operated two channel thermometer gives all the accuracy and resolution functions normally only associated with bench top and laboratory measuring devices.

Measurements for either Pt100 or Thermistor probes can be logged directly to the unit's memory or to a PC via the F100's USB port. For optimum measurement accuracy, probe calibration data is stored either in the instrument's memory, or when used with SMART

probes, in the probe's connector itself, guaranteeing best accuracy regardless of input or the type of unit being used.

The unit will also display average values as well as minimum and maximum along with standard deviation. And, because it will display in ohms as well as Kelvin, Centigrade and Fahrenheit, the F100 can be used to calibrate one probe against another.

"Providing a complete package really is a logical progression for us and our customers," said ASL sales manager Dave Pretty. "As well as the convenience of having everything in the one place, it is cheaper to buy all the system components together.

"The carrying case also offers protection for these valuable instruments. The probes, in particular, do not benefit from being knocked about as it can change their calibration. I think users will also be very happy with the extra convenience this provides."

**For more information contact: sales@aslltd.co.uk or call 01689 800799**

## Tinsley India

Tinsley India has formally become a subsidiary of Hartest Precision Instruments (HPI) at the end of another successful year under the guidance of Rajesh Vijay and his team. HPI decided it was important to have full representation in such a significant and fast moving market, so has upgraded what was previously a regional branch of Tinsley.

The product range has also been expanded and the workforce increased, ensuring a stronger presence in the Indian market.

Tinsley India has a leading position in the market as a provider of turnkey solutions for supply of C & I and electrical laboratories, and is enjoying particularly strong demand for its services in the power generation sector.

Rajesh has put in place improved after sales service and technical support to help build excellent customer relationships.

"We are very excited to have earned this new position as part of the Hartest group," he said. "Tinsley India has worked hard to earn a reputation in the Indian market and the track record of our equipment and the technical support provided by the group means our name is now synonymous with quality, reliability and precision measurement."

To ensure further market penetration, Rajesh announced that Tinsley India is setting up a number of regional offices all over the country.

"The importance of the Indian market cannot be overstated," said HPI managing director Nigel Rose. "Tinsley has had a presence there for many years, but the time is definitely right to expand that presence, provide extra technical and marketing resources, and put the business on a firm footing for the future."

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Rajesh Vijay - Managing Director HPI India



The HPI Tinsley India team



## Tinsley upgrades power measurement

Tinsley has upgraded and relaunched its renowned 5896C dual channel micro-ohmmeter and 4167F transformer ratiometer.

The new micro-ohmmeter is primarily intended for measurement of power and distribution transformers, but is equally capable of testing motors, generators and other highly inductive devices up to 500 MVA and above. It represents an important advance for this type of technology by employing a specially designed current source that rapidly saturates the device core to obtain a stable reading in the shortest possible time.

Range selection is performed automatically ensuring the highest resolution reading is always displayed. It measures DC resistances up to 6k Ohms and uses the four-wire measurement technique to eliminate the effect of test lead resistance so giving a more accurate result.

The instrument provides dual or single channel measurements and includes a temperature compensation feature, which allows the reading to be automatically corrected to the 20degC equivalent value either by entering the actual temperature

or using a PT100 temperature probe.

Tinsley is a global market leader in calibration technologies, precision thermometry and ophthalmic products as well as electrical measurement. It was founded over 100 years ago and is now part of the Hartest Precision Instruments group. The increased resources of the group have allowed the company to increase investment in new technologies and to benefit from greater sales and marketing support.

The new 4167F transformer ratiometer has radically simplified the process of measuring ratio in power and distribution transformers thanks to its highly innovative vector group detection feature. Other systems on the market do not offer this facility, which automatically detects the correct vector group once the operator has made all necessary connections to the transformer. Even if one of the connections is missed, the 4167F will offer the user no more than three possible vector groups to select from. The system can also automatically 'learn' new vector

groups when they are encountered.

All three phases are measured consecutively, but the system can be configured to measure just one phase if required. Any errors or deviations from the required transformation ratio are quickly displayed and stored in the meter's memory for future reference. Results can be stored internally, transferred to a PC or printed out instantly.

"These are two significant additions to our product portfolio," said Tinsley Sales Manager Dave Attreed. "Increased market demand for easy to use, but extremely precise test instrumentation has driven forward our research and development programme. Our many years of experience in this area of technology and production expertise have allowed us to make some important refinements to existing systems.

"We are very proud of the results."

**For more information visit: [www.h-pi.co.uk](http://www.h-pi.co.uk)**

# KL conference hails Asian 'powerhouse'

Sheen's first Asian conference for many years took place in Kuala Lumpur this summer in a hotel close to the Malaysian capital's iconic Petronas Towers.



Around 50 Sheen agents and employees, from most of the company's Asia-Pacific markets including Australia, India, Pakistan, China, Thailand, the Philippines, Indonesia, and Malaysia, gathered for two days at the Impiana Hotel to discuss market developments, sales strategies, new products and concepts.

The Asia-pacific region was described as "the strongest market in the world" for Sheen products by general manager Alistair Kerrigan, who added that many of the company's customers were moving investments from Europe to the Far East. "So more of our focus is drawn towards the likes of Vietnam, China and India," he said. "There is a positive outlook for the whole region."

His comments were echoed by managing director Nigel Rose, who sees the region as an economic 'powerhouse'.

"Asia is a vital part of our business," he said. "We have a wide network of exclusive agents and resellers across the Far East," he added. "Now we want to formalise things and bring exclusivity arrangements into our distribution network."

He was able to reassure delegates that the Sheen name would not be disappearing, despite the restructuring of the group, and emphasised the importance of having effective channels of communication between the parent company and its sales networks.

## Extra resources

"Sheen is a powerful brand name and, far from removing it, we intend to use the extra resources of the HPI group to further leverage it in new and existing markets," Nigel explained.

He added that the group was looking to increase sales and develop new production facilities in the fast growing economies of the region, including China and India.

Nigel stressed that Sheen was continually redesigning and adding the latest innovations to its product offering. For example, the trend in the coatings industry was away from solvent-based to water-based systems.

Paint producers and end users are key users of Sheen products, particularly in

"It is important that the separate brands retain their individual identities while taking advantage of the increased investment in sales and marketing resource provided by the group structure."



Loretta Powell delivering her well-received presentation on the importance of brand positioning



Helmut Unkel



Indian representative Prasan from Komal Scientific



Delegates viewing the new products



Nigel thanks Unkel's Bobby Chong for helping to arrange the conference



Sheen's Derek Gerk demonstrating



Sheen's Janet Taylor discusses the cosmetics industry



## Proven and reliable

Sheen's Malaysia representative Bobby Chong, who helped to organise the conference, added that Sheen had a strong position in Malaysia because of its reputation for "proven and reliable instruments" and that his company was looking to exploit this position with new product offerings.

Prasan Bachhawat of Komal Scientific, who distributes Sheen precision products in India, said the conference had delivered a "detailed briefing" that would help him to explain the changes at Sheen to his customers.

Karachi-based Adeel Abbasi, whose company SAS International imports equipment for the automobile industry in Pakistan, said that Sheen products were well recognised in the paint and coatings industry in Pakistan and were "being actively promoted" in his area. This is also true of Thailand, according to Manod Jirapornchaichan.

John O'Connor from Revco Australia said it was good to bring everyone from the region together in a single forum: "It has been 15 years since I last met with all the other agents. We will all benefit from this," he said and urged the company to hold more similar conferences in the future.

"The key to success is sharing experiences with various customers from around the world," said Nigel as he brought the conference to a close. "This helps us to learn from each other and to build up a picture of the market. You can only do that through communication and regular meetings."

It might have been the first Sheen conference in the region for many years, but clearly it will not be the last.



Sheen's Alistair Kerrigan gives a presentation



Delegates get a taste of the local cuisine

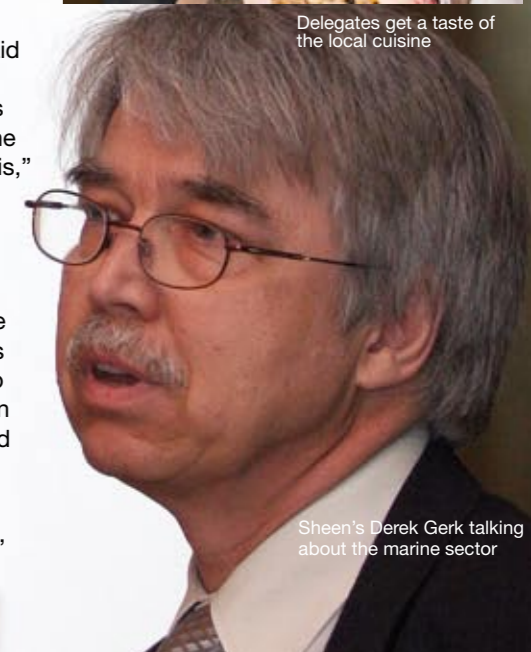
the automotive, oil and gas, industrial and decorative sectors.

"The conference proved that we are really focusing on the region," said Alistair. "We are continually looking to bring new products into the region and we will support our partners every step of the way with their customers."

Two new products were unveiled during the conference. A cupping tester and a variation of the existing CP1, the CP2, which is a high temperature tester able to test the viscosity and thickness of products in conditions up to 235degC.

Some of the region's most demanding industries use Sheen products and delegates at the conference confirmed that prospects are healthy in the coatings industries for precision calibration, monitoring and validation work.

Helmut Unkel, from Hong Kong-based HJ Unkel the long-standing agent for China and neighbouring countries, said the Chinese market for specialist instruments was improving all the time because the demand for quality improvement there is now very high compared with just a decade ago.



Sheen's Derek Gerk talking about the marine sector

# Tinsley and Buchmann bring sight saver to market



**Tinsley's partnership with Buchmann UK, one of the leading suppliers of equipment to the optical industry, celebrates its tenth anniversary this year.**

Tinsley first turned to Buchmann to supply the optical market with its new visual field technology that had been developed by Professor Henson at Manchester University in 1998.

Some ten years later, and several versions later, the Henson visual field analyser can now be found in 80 per cent of UK optical practices and with many exported, particularly to Australia.

"We know optics very well and we give Hartest a lot of feedback as to what the market wants," says Buchmann UK's chief executive officer Barry Dibble. "Together we are able to bring products to market that add real value to opticians' businesses, and in the current economic climate that is very valuable."

Latest to roll off the production line is another inspired piece of technical

innovation from Manchester University – an MPOD that can measure the levels of macula pigment in the back of the eye. This is an important indicator as to the likelihood of a patient developing macular degeneration, the leading cause of blindness in the over 50s.

"The interest in this product is tremendous. It is new technology with great potential. Opticians are looking to differentiate themselves on the High Street and they are jumping at this technology," says Barry. "With our mutual co-operation I can only see the relationship between Hartest and Buchmann becoming stronger," he adds. The Macular Pigment Screener (MPOD) is the world's only low cost, totally portable system for measuring Age Related Macular Degeneration (ARMD) – the most common cause of vision loss in people over 50.

The technique used by the MPOD – heterochromatic flicker photometry – has been available for over 30 years, but never in a way that could be so easily accessed by both professional users and,

potentially, members of the public. Designed by ophthalmists, in conjunction with experts at the University of Manchester, the unit weighs just 5kg and is only 300mm long, 260mm wide and 340mm high making it by far the smallest footprint macular pigment screening device ever produced. It is also considerably cheaper than older, far more cumbersome techniques for tackling ARMD and is ideal for use in surgeries and hospitals, where it can be taken to the patient's bedside, or even for home visits.

ARMD is often referred to as "the new cholesterol" and was brought to the attention of the British public last year in the BBC's 'The Truth about Food' series. Viewers were told that food supplements and special diets could help to strengthen the vital pigment Lutein that protects the retina, but key to successful treatment is early detection of reduction in the pigment density.

Because the MPOD is easy to use, highly portable and relatively inexpensive, more users will now have access to a technology that can show if the delicate macula – the central part of the retina – is likely to be vulnerable and subject to deterioration. People with macular degeneration can experience severely distorted vision and find it difficult to read. The density of the protective pigment is linked to diet because the body is not able to produce Lutein on its own. Smoking has also been shown to reduce the density of the pigment because it impairs the blood's ability to absorb minerals. The sooner sufferers start taking remedial action, the greater their chance of reducing potential damage.

The MPOD scans the retina using fast flickering blue and green light. Recent improvements in electronics and the advent of high-quality blue LEDs have enabled Tinsley's engineers to package the system in a compact and easy-to-use format.

## MPOD gets Mayor's approval



Steven Harris puts the Mayor through her AMD screening.

**Pioneering optician Steven Harris gave Tinsley's MPOD a high profile launch at his West Wickham branch close to Hartest's factory in Croydon.**

Councillor Pauline Tunnicliffe, the Mayor of Bromley, unveiled the MPOD which is used to measure the macular pigment in the eye which is linked to age-related macular degeneration (AMD) and subjected herself to the test.

Mr Harris, a well-known independent practitioner with a track-record in adopting the latest technologies, said he planned to apply the technology throughout his six-branch network. The MPOD "will now be a value-added part of a full eye examination", he added.

"I have recently extended and re-equipped

my West Wickham practice and thought in appropriate to celebrate the re-opening with the launch of our new AMD screening service," said Mr Harris. "Evidence shows that everyone over 40 should be checked, particularly if they have a family history of AMD.

"This Tinsley MPOD is the first to be delivered to any optician in South London," said Mr Harris. "With this recently developed technology, we will now be able to identify potential sufferers of AMD at an early age. We can also offer retinal imaging and corneal topography in the new consulting rooms.

"We are delighted that the Mayor of Bromley consented to officially open the refitted practice and to be screened with the Tinsley MPOD."



## Wallace welcomes Japanese growth

**Wallace continues to work closely with its long-standing distributor Heisen Yoko Company Ltd. to exploit growing opportunities in the Japanese rubber market.**

The two companies have been partners since 1961 when Heisen Yoko, which was founded in 1920, became the sole agent for Wallace in Japan and formed its machinery team to sell the curometers, rapid pastimeters and micro-hardness testers manufactured by the UK company.

New president Denjiro Tobar (pictured centre) took up his post last year and has formulated a three-year action plan with the motto: "Going - One Step Higher!".

"Heisen Yoko is Wallace's oldest distributor and our relationship is very special," said Wallace sales manager Dave Reynolds. "We really value their loyalty and recognise that we have benefitted greatly over the years from their highly respected position in the industry.

"However, we are not looking backwards, but looking forward to the opportunities that the Japanese market presents."

As well as Mr Tobar the photo shows Heisen Yoko's machinery team: Hisayoshi Hukuzawa ( leader, far left ) Kensuke Kono ( second from left ) Hiroyuki Yatabe ( second from right ) Osamu Yamawaki ( far right )

## Boost for Wallace team

Wallace Sales Manager Dave Reynolds has recently completed a series of meetings with the company's agents in a wide range of international markets. He has been gathering vital intelligence about growth opportunities, reaffirming the group's support for the Wallace brand worldwide and looking for innovations to add to the company's product range.

Back at base, the anchorman is sales administrator Niels McEwan, who has been holding the fort and providing the vital link

between the manufacturing centre and our global customers. Wallace now has further support in the shape of Hartest Group Service Manager Peter Andrews, who has recently added responsibility for the Wallace Service department to his existing work for ASL and Tinsley.

All three bring complementary strengths to the Wallace portfolio and are driving the business forward confidently into the future.



Peter Andrews (left) Dave Reynolds (above left) Niels McEwan (above right).



## Baling out after 50 years

**Brian Bales is retiring at Christmas after working for Wallace for almost half a century.**

He says he wants to spend more time with his cats...and his wife! (Brian has the unusual hobby of breeding pedigree cats.

First employed in September 1959 as a teenage apprentice fitter at the company's factory in Croydon, Brian rose to become Wallace's first ever quality control inspector before moving back into manufacturing again as a foreman in the development department.

"You never set out intending to stay that long," he says. "But I have always enjoyed practical work and the company looked after me. I have looked at other jobs over the years, but was never really tempted to leave. The grass isn't always greener."

The first product he worked on was a marshmallow mixer before moving on to can packers.

"It is very rewarding seeing a product right through from the initial idea to fruition," says Brian, who has worked on Wallace's complete product range and been involved in the development of many of its most successful machines.

He is now heading down to his bungalow on the South coast for a long and well-deserved rest, although he said that if the company wanted to send the odd product down for repair he would work on them in his living room!

"The loyalty Brian has shown to this company is outstanding and fully appreciated," said Wallace sales manager Dave Reynolds. "We have reaped the benefits of his incredible reservoir of knowledge and experience in product development and repair.

"He will be sorely missed, but he richly deserves a long period of rest and relaxation."



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