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Dear Friend of Flow,

Spring is a time for new beginnings. Even though we've had a relatively warm winter here in the Boston, Massachusetts area, it's still exciting to experience the changeover from winter to spring. Now, instead of looking backwards at the past few months of snow and cold, we are now looking forward to the coming months of warmth and improved weather.

Anyone who is involved in the vortex flowmeter market also has reason to take a forward-looking attitude. It is true that, for many years, the vortex flowmeter market has been an underperformer. For example, the market showed very little growth between 2000 and 2002. And in 2003, most flowmeter markets showed minimal growth, due to economic conditions and the effects of 9/11. Through 2005, the vortex flowmeter market seemed relatively small, compared to the magnetic, differential pressure (DP), and Coriolis markets.

Yet anyone who looks at the vortex flowmeter market today can find reason for optimism, both from recent events and in prospects for the future. One important development is that the American Petroleum Institute (API) has formulated standards for vortex flowmeters in custody transfer applications. This change is long overdue, and should potentially broaden the vortex flowmeter market to include a new range of applications. If these standards are approved, a whole new world will be open up for vortex flowmeters. Similar standards have resulted in substantial sales increases for both ultrasonic and Coriolis flowmeters.

The past five years have seen dramatic changes take place in the vortex flowmeter market. Some of these changes are:

- Suppliers have implemented software and electronics to deal with vibration issues
- Reducer vortex flowmeters have simplified installation and improved accuracy in measuring fluids at low flowrates
- More suppliers have introduced multivariable vortex flowmeters

In addition to these changes, new suppliers have entered the market. Aalborg purchased the vortex flowmeter line from Venture Measurement, and Racine Federated purchased J-Tec's industrial vortex flowmeter line. Other companies have offered significant enhancements to their vortex meters, resulting in improved products with a broader range of choices for customers.

For the past six months, Flow Research has been studying the worldwide vortex flowmeter market. We have left no stone unturned in our attempt to track down every supplier worldwide. We have identified and profiled 35 manufacturers of vortex flowmeters, more than twice the number in our previous study. We have found a market that is far more dynamic and exciting than we had imagined. And we have documented all this in our new study, **The World Market for Vortex Flowmeters, 3<sup>rd</sup> Edition**. We began shipping this study just ten days ago.

Not only does this study uncover more suppliers than we ever thought possible, it includes more segmentation than has appeared in any previous vortex study. Segmentation in this study includes the following:

- Revenue and Unit Shipments by Geographical Region (North America, Europe, Japan, Asia without Japan, Rest of World)
  - Multivariable vs. Smart vs. Conventional
  - Mounting Types
  - Configuration
  - Bore Type (Reduced Bore vs. Standard Bore)
  - Body Material
  - Fluid Type
  - Communication Protocol
  - Sensing Technology
  - Line Size
  - Pressure Rating
  - Industry
- ... and much more!

This study, at over 400 pages, is jam-packed with data, charts, strategies, and company profiles that you won't want to miss! This is one of the most comprehensive studies we have ever published on any market, and it is the most comprehensive study we have ever done on the vortex flowmeter market.

Please use the attached E-Z Faxback Response form to receive more information on this exciting new study. You can fax, mail, or email ([jesse@flowresearch.com](mailto:jesse@flowresearch.com)) your request. Or simply call us at (781) 245-3200. If you are calling from the United States, please use our toll-free number at (800) 245-1799. **If you act quickly, you can still take advantage of our pre-publication offer, which we have extended due to demand.** This is your chance for a great deal on a brand new study.

Our EZ Faxback Response form lists other exciting new studies from Flow Research. And, we have a new free offer on our Workflow Monitoring Service, which includes the **Market Barometer** and the **Energy Monitor**. We would be happy to send you more details about this free offer.

Thank you for your past interest in Flow Research. As you look ahead to the future, I hope that you will include Flow Research in your plans. We will continue to gather the data and strategies you need to grow your business.

Happy Spring!

Jesse Yoder  
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FLOW RESEARCH

## EZ Faxback Response Form

Please use this form to request more information about some of our recent market studies. It's your best way of discovering if Flow Research can help you and your business – with no obligation.

Just check mark the studies that you would like more information on:

- The World Market for Vortex Flowmeters, 3<sup>rd</sup> Edition (user survey available)
  - Worldflow Monitoring Service (includes *Market Barometer, Energy Monitor, Living Database, Flash Reports*) Find out about our free trial offer!
  - The Global Market for Magnetic Flowmeters, 3<sup>rd</sup> Edition (user survey available)
  - The World Market for Differential Pressure (DP) Flowmeters and Primary Elements (user survey available)
  - The Market for Temperature Sensors in the Americas, 2<sup>nd</sup> Edition
  - The Market for Temperature Transmitters in the Americas, 2<sup>nd</sup> Edition
  - The World Market for Steam Flow Measurement
  - Worldwide Survey of Flowmeter Users, 2<sup>nd</sup> Edition
  - We have specific needs. Please contact us about a possible custom project.
- Please send the information we have requested without delay! Below is the delivery information you need:

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
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City: \_\_\_\_\_ State: \_\_\_\_\_  
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