

Power-Gen Exhibition Report

WORLDWIDE INTEREST IN FOZMULA!

Fozmula, UK based manufacturer of liquid level measuring equipment has returned from the Power-Gen exhibition in Orlando with an impressive diary of potential new customers from around the globe each showing a genuine interest in Fozmula's extensive range of products.

The exhibition visitors representing largely the power generating set industry sector, including manufacturers of gensets, fuel tanks, diesel engines, engine cooling systems and other industrial equipment. With so many attendees from every continent the Fozmula stand resembled a league of nations for much of the show.

Fozmula's USA based partner, e-Components Inc., was there to help things along and were themselves very pleased and impressed at the level of enquiries, particularly from within Latin and South America, which exceeded even their expectations.

Of particular interest was the technically advanced, new generation of 'intelligent' capacitance liquid level switches and senders designed to meet the demand for a more flexible way of measuring widely differing types and qualities of liquid levels - oil, diesel, bio-diesel, water - and are ideal for complicated tank shapes, unlike conventional measuring devices which are difficult to use in such circumstances. There are no moving parts and they can be deployed in both normal and extreme operation environments. They cope easily with high levels of vibration or where fluid turbulence or contaminating solids are evident.

The Power-Gen organisers claim the 2008 show to be the most successful of all time with approx. 17,000 visitors representing 76 countries. In addition to the exhibition there were a large number of technical papers delivered by keynote speakers from within the industry.

"With this level of success and the high rate of interest shown towards Fozmula, our attendance at this show should be handsomely rewarded" said Steven Jackson, Fozmula's Managing Director. "Some considerable opportunities have opened up for us which means a very busy schedule of travel, meetings and new orders for the rest of this year. Despite the current difficult financial situation, I am confident Fozmula can ride out the storm and enjoy some significant growth on the back of these exciting new prospects".

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