



Worldwide interest in Capacitance Technology from Fozmula!

Fozmula, UK based manufacturer of liquid level measuring equipment has returned from the Bauma exhibition in Munich having drawn massive interest from international visitors for its innovative range of capacitance liquid level switches and senders.

Visitors to Fozmula's stand came from over thirty-six countries and from a broad range of different industry sectors, from manufacturers of mining and rock crushing equipment to companies supplying products to the automotive sector. Almost without exception they acknowledged the new capacitance technology as a real breakthrough applicable to their respective fields of operation.

Fozmula has been supplying liquid level measurement equipment to companies world-wide for almost thirty years, and is well-aware that in many industry sectors companies continue to use methods of liquid-level measurement which are outdated and out of line with the new technology which these companies are using to drive and operate their products. In view of this they were particularly pleased to get such a high level of positive feedback about their capacitive technology, linked with a strong interest in using this technology to replace traditional methods of liquid level measurement.

The company's technically advanced, new generation range of 'intelligent' capacitance liquid level switches and senders is in response to 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 - anything from mobile lighting towers to formula one racing cars. They cope easily with high levels of vibration or where fluid turbulence or contaminating solids are evident.

Business on the Fozmula stand was robust and language was no barrier to hearty discussions and negotiations either. Fozmula's European partner Contec GmbH Industrieausrüstungen was there to help things along and were themselves very pleased and impressed at the level of enquiries, particularly from within Europe, which exceeded even their expectations.

The Bauma organisers claim the 2007 show to be the most successful of all time with approx. 500,000 visitors (an increase of around 20 percent), approx. 160,000 from abroad (up by around 35 percent) representing 190 countries (an increase of over 11 percent).

"With this level of success and the high rate of interest shown in our products", said Les Line, Fozmula's Head of Sales, "our dynamic approach to product and business development, with the high level of investment this inevitably involves, should be handsomely rewarded. A surprising number of genuine opportunities have opened up for us, which means a very busy schedule of travel, meetings and, hopefully, new orders throughout the rest of this year".