

NEW BUSINESS OPPORTUNITY IN CHINESE GAS MARKET

Commercial and Industrial Diaphragm Meter



with a TC-90

We conducted a survey and presented the results to Harbin Gas Group:

- ▶ Local products show lower quality
- ▶ The protection of local products against tampering is lower than ELSTER-AMCO
- ▶ Revenue loss was due to reduced accuracy of the local diaphragm meter itself and lack of temperature and pressure correctors

Based on the above analysis, we proposed our solution – using the combination of ELSTER’s commercial & industrial diaphragm meters with ELSTER’s TC-90 temperature corrector. Finally, Harbin Gas Group purchased more than four hundred sets of G10 to G100 together with TC-90 temperature correctors.



G100 with TC-90/T

Two years ago, if you had asked me to sell large quantities of commercial and industrial diaphragm meters to China, I would have told you it was a mission that could hardly be accomplished.

The reasons were obvious:

- ▶ There are a lot of local diaphragm meter manufacturers. Although their products are not of good quality, their after-sales service is good
- ▶ Diaphragm meters are principally the same, there is no big difference at least in the eyes of our customers

Superior quality would not be good enough for gas companies to switch to our products as the price is not at all comparable. Added features are important reasons for the decision of a special product. Nevertheless, we had been exploring any opportunity that arose to try to make a breakthrough. The opportunity came from Harbin Gas Group.

Harbin Gas Group had been suffering from a major loss of gas revenue due to poor metering devices before the year of 2000. They replaced all their turbine, rotary and swirl meters with ELSTER’s turbine meters in the winter of 2000, and in the middle of 2001, they found the results were extremely good. The loss in gas billing was reduced by nearly 15%. Then, they came to us for advice on industrial and commercial diaphragm meters. There were a lot of local diaphragm meters ranging from G10 to G100 at that time in Harbin.

Obviously, the customer was interested in the ELSTER meter’s high accuracy and temperature correcting function. These two features make our products different from local products. The Harbin Gas Group, which is a gas supplier, regards our products as a moneymaker while local products as squander. So it turned out to be meaningless to compare the price of our combination, G10 to G100 & TC-90, with local diaphragm meters which did not include temperature correction.

In addition, our products have some other attractions. For example, our diaphragm meters are very compact, only about two thirds of the dimension and weight of other competitors’ products. Much longer life expectancy ensures that the meters will perform well years and years from now. The TC-90 can correct the gas volume with instantaneous temperature measurement as well as a fixed pressure value. The Chinese gas market is large and full of opportunities. We are glad to find a niche for our diaphragm meters in this market.

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