

Added value

At a time when products and services are almost completely pre-defined and are generally adapted to meet current requirements, additional added-value aspects can really make a difference. Interestingly, these aspects, whose benefit cannot easily be quantified, therefore often play a secondary role in the final purchase decision.

We have all, at one time or another in our everyday lives, realised that something we thought to be a minor function is, in fact, particularly important for everyday applications. All the little features in our cars, such as ABS, ESP, air conditioning and airbags, are perfect examples of this. Added value only first appears when it is used and appreciated, even though it most probably did not feature on the list of criteria selected when purchasing the product.

There are, by all means, various types of added value, for example "measurable" factors such as special functions and a specific service. There are also "soft" factors such as trust, a good experience or specific people.

Here at Elster-Instromet, we are convinced that we have something special to offer in the field of added value. In order to inform you about these additional benefits, a magazine, called Elster-Instromet PROFILES, is issued regularly for our customers.

This gives you the opportunity to browse through the variety of products and discover your very own advantages. We are always pleased to help you with this. For example, having the opportunity to be able to carry out high pressure tests on your own premises means more flexibility and contributes to further improving product performance – an advantage which cannot be underestimated in everyday life.

In addition, the possibility to retrofit an ENCODER totalizer on all measuring instruments provides a safeguard for an investment that has already been made and generates significant cost advantages. Who had already thought about this added value variant five years ago?

Our presence at all important trade fairs such as the World Gas Conference in Amsterdam, generates added value. For this offers the perfect platform to exchange new products, applications and requirements with colleagues from all over the world. Furthermore, we will continue to look for possibilities to create added value which is beneficial to you in the accomplishment of your everyday life.

We're waiting to be of service to you – come and try our added value!



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