

ASI TODAY

A newsletter for customers of Analytical Sensors & Instruments Ltd.

Winter 2005

From the President's Desk



Peter Cai
President

Dear Customers and Friends:

I am writing this article to you all from Aurora Scientific Instruments (Shanghai) Co. Ltd., our branch in Shanghai.

Time really flies. It is close to the year-end again. It is said, time flies when you are having fun and yes we are having fun at Aurora. In order to meet the challenges that Aurora is facing and improve our quality, delivery, customer service, and lower the cost for the best interest of all our customers, we are implementing The Lean Conversion Program. During the last several months, all managers at Aurora studied the book "The Toyota Way" and soaked it in. We also invited a professional expert to train Aurora managers in The Lean Conversion.

After the study and training, all managers at Aurora now have a better understanding of The Lean Conversion, and are also enhancing our daily management skills. All managers realized that the best method of daily

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"No Problem(s)" in Engineering

Recently we evaluated our abilities to supply you engineering and design services, wherever our customers may be, by testing ourselves in an unusual way. Did you know that between the Engineering Departments in Sugar Land, Texas and Shanghai, China our capabilities let us tell you "no problem" to any number of service requests and we can even do it in an abundance of the languages.

English is our working language. We use it to tie together our efforts in a way that lets us have people working on your problem at least 16 hours a day through the magic of time zones. With video conferencing and a multilingual degreed engineering staff (with many combined years in sensor and engineering technologies), we can use them to your advantage.

We've been hard at work to make this longer workday happen when needed and we're seeing it happen more and more often. Most recently a problem was analyzed in Sugar Land, solutions proposed, prototyped and tested in both facilities, Engineering Change Order documentation changes sketched in China and modeled in 3-D again in Sugar Land. The drawings were then completed at our Guiping Lu address. All within 36 hours.

Let's continue the discussion of language. In Mandarin Chinese we say "no problem" phonetically as "mei wen ti". Need a plastic injection mold for a short run of plastic parts? We'll use the term more than once.

What about in Japanese? Japan being another of the Asian growth opportunities.

Again phonetically, "di jobe" even when we need to deal with the Japanese National Quality Standards (all based on the principles of SPC as are the US NIST guidelines).

In Arabic, it's "mafi mooshkila". Need a salinity probe to study desertification in North Africa. "Mafi mooshkila Sideek". No problem friend, just contact us at ASI.

When talking electrochemistry, a stop in St. Petersburg, Russia, the home of the Nikolsky equation defining potential is necessary. никакая проблема.

Of course our journey through languages is taking us through the EU where there are still multiple languages in use. Kein Problem for those most comfortable in German, and aucun problème for the French speaking areas, are just other ways of stating the answer that we strive to give for any engineering challenge we face.

Our last two stops are on either side of the channel. Ningún problema en español in Spain and we're back to "no problem" with a slight accent for our friends in the UK.

Are we really so multilingual to be fluent in so many languages? Not really. In this article we mentioned eight languages (nine if you count American English separately from that used in the UK). We were able to come up with eight of the nine ways to say "no problem" without resorting to an online translator for reference. The Russian had us stumped, however the stop in St. Petersburg was a real one.

That said, we do know how to make the difficulties and costs of developing new products in the sensor and related fields truly "no problem" for you.

Simply give us a call and we'll get started.



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Dr. George Barone
Senior Research Chemist



Hello again everyone. Winter has finally arrived here in Sugar Land. We can tell because it is rainy and the high temperatures are in the 30's one day, in the 60's the next, and even last week they were in the 80's! Yes, this is the cold and flu season here in Texas. The big news from the last issue is that ASI weathered Rita fairly well with only minor wind damage to our building, we were very lucky, and saw much less of the storm than our neighbors, and yes I will never write the H-word in my Chemist Corner, again!

This issue is devoted to letting you know what services our different departments have to offer to you our customers (and to indirectly offer to your customers). Our services fall into two basic categories, we can either augment our current and basic services with your additional requirements or we can do new and unique services to assist you in making your customers happy, all this for a standard rate or service charge. My group has many responsibilities and our services starts with the solutions we make and test that go into your products and that we sell to you. We offer the ability to make and test custom solutions to fit your needs; we do not make very poisonous or very hazardous solutions

however. We also will quote your solutions needs in a variety of sizes. We offer solutions from a 30 mL dropping bottle size for customer use to a 20 Liter bulk package solutions for your in-house testing needs or for your repackaging. We offer a variety of testing and calibration options for you as well. Our main goals in the solutions area are quality, value, and making solutions to fit your needs.

We are also the group responsible for the warranty returns. In addition to our analysis and reports we issue, we will help trouble shoot your probe application for improvements on the issues you or your customers are seeing. We work with you in diagnosing the problems and finding solutions to the issues. If you or we notice a recurring mode of failure it may be due to a process or testing variable that we will be able to help trouble shoot. Of course the main focus of my group are the probes themselves. We offer testing and design assistance for the development of new products or the improvements of current ones. This service not only involves testing in simulated conditions but it also means that once the probes are made we design an in-house testing protocol for our QC department to assure quality. Our group has also been used as a testing facility. We design test protocols or follow yours and do the testing and data analysis, we routinely use in-house meters and equipment but will use specified laboratory equipment when requested. We can help fulfill your testing requirements when your staff is busy with other issues.

Another vital service we provide is support to our own engineering, QC, and production departments. My lab is the place where all engineering prototype probes are first tested and we transfer the testing protocols to our QC department. So when you are discussing a new probe with sales or engineering, please do not forget to include any special testing needs or requirements and we will get the job done. We also take the information we learn in our warranty return analysis and discuss with production how to improve the probe manufacturing. We provide a feedback loop for our

products so you can get the best possible probes for your applications. All of these services are available at reasonable costs to you.

Another area our company can help you with is specialty glass probe manufacture in our glassblowing shop. Our team of glassblowers is multi-talented and can make special glass probe designs and unique shapes for your situation. They have many years of experience working with many types of sensing glass and other glasses to make new and unique probe designs. So give us a call in sales, engineering, or in the lab and let us know what we can do to make your situation easier or better for you and your customers. We are here to help you.

people
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Jeff Gross
Customer Service

Jeff Gross has been with ASI for three years, starting in 2003. Prior to ASI, Jeff worked as a sales representative for Mattel Toys and VWR.

Jeff enjoys communicating with ASI customers, helping them with their problems and finding solutions that meet their needs.

Jeff lives in Sugar Land (Texas) and has 4 nieces and 3 nephews. He enjoys jogging, movies, concerts and family time.



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From the EVP's Desk



Brian Williams
Executive Vice President

Dear Customers & Friends:

As 2005 closes, I have taken time to reflect on how ASI has changed and grown. During 2005, ASI has weathered a change in leadership, a hurricane and a slow growth industry

period very well. ASI is recording another double digit sales growth year in 2005, with expectations that 2006 will be even better.

Now your question is: what does that mean to me. My answer to you is that as ASI continues to grow, our ability to meet your challenges is also growing. Our capabilities outside of our core technology is increasing every month as we hire talented professionals that are loyal to our organization and committed to bringing you quality products.

It is my hope that everyone continues to grow and prosper in the New Year. And remember, ASI is your solution provider - we are ready for your challenges!

Sincerely,

Brian Williams

Warranty Question

Question: Do you warranty your Nitrite Standards?

Answer: We do not make or warrant three standards: nitrite, sulfide, and cyanide. The reason is that the nitrite and sulfide standards are very unstable and will air oxidize in a very short period of time. We will not sell these products because we cannot guarantee that they will meet your needs. We do not sell the cyanide standard because of the issues with shipping and the issues of liability of misuse of the solution.

Probing For Success

Chlorine Update

It is the middle of winter, most of us are rushing to complete Christmas shopping or making arrangements for the New Year's eve party. The last thing most folks are contemplating is chlorinating their swimming pool. But, soon many of us will be back in our pools in our back yards.

In recent years, pool chemistry control has seen major advances in automation. While test kits are still the method most often used to monitor pool pH and chlorine, electronic analytical products are beginning to show up in the residential market. The biggest obstacle to these monitoring products is price to consumers.

The polarographic free chlorine sensors is not a new, breakthrough technology. The free chlorine sensors has been commercially available for many years. The challenge is to manufacture one that is affordable, easy to use and *almost*

maintenance free.

When ASI embarked on the design of our chlorine probe early last year, we designed it to be rugged, simple and low cost.

ASI launched its new, low cost, rugged chlorine sensor for use in the pool market in November of 2005. This sensor can be used in applications where monitoring and control of chlorine is needed. Simply put, our sensor is now on the market.

The new ASI chlorine sensor is revolutionizing the pool and spa market as you read this newsletter. The ability to purchase a long lasting sensor that will not need replacement in a short period of time (like some of the alternatives) or cost an 'arm and a leg'

(like some of the alternatives) is now available.

Dr. Geroge Barone, who championed the development effort at ASI is currently working with clients to help customize this electrode for each of their specific applications. In addition to just being able to provide the electrode, Dr. Barone is a technical resource that ASI offers to clients that are interested in this sensor. Dr. Barone can be reached by email at gbarone@asi-sensors.com or at extension 122.

While we have been talking about this sensor for a year now, it is a reality and we are ready to support your needs in this market.

Chlorine product samples are available by calling the sales office (Don Miller, dmiller@asi-sensors.com or extension 150), and technical documentation is available through Dr. Barone.



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12800 PARK ONE DRIVE
SUGAR LAND, TX 77478
TEL: 281.565.8818

RETURN SERVICE REQUESTED



Ideas Wanted!

From the President's Desk
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management is "Genba", i.e. to solve the real problems in the real cases and at the real places. Now, Aurora is implementing the Lean Conversion in 12 different aspects. We are confident that through the Lean Conversion, Aurora will advance into a new and better level, which would provide all of you with more benefits. Therefore this Lean Conversion Program at Aurora will put her and all of you in a 'Win-Win' situation.

Thank you all very much for your continuing support of ASI and Aurora. I wish you all a very happy holiday season, and may the Lord bless you all in the New Year.

Best Regards,

Peter Cai

Peter Cai

Bright Ideas

ASI is requesting new ideas from our customers on products that you would like to see developed over the next twelve months that would help your organization reach its true potential.

The top five ideas will be awarded an ASI Checker (used in testing pH and ORP meters) and a ASI pH electrode.

To enter your idea, please email your idea to idea@asi-sensors.com and

an auto-reply will confirm your entry.

We look forward to receiving your ideas and are committed to reviewing and assisting any possible recommendation to the best of our abilities.

Please use the [ASI Website](#) for your submission, you can also fax the idea to **(281) 565-8811**.

On-line submission at
www.asi-sensors.com

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