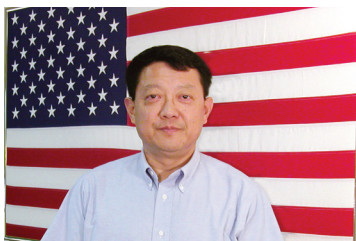


ASI TODAY

A newsletter for customers of Analytical Sensors & Instruments Ltd.

Summer 2009

From the GP's Desk



Peter Cai, GP & CFO

Dear Customers and Friends:

Summer arrived especially early this year in Sugar Land, Texas - the location of ASI's corporate headquarters for the past two decades. With an overwhelming sense of pride, ASI took on 2009 as our 20th anniversary, only to find ourselves in the middle of the worst economic downturn in U.S. history since the Great Depression. While we have come a long way from our humble beginnings, the ripple effect of the current economic downturn is one of the biggest challenges that ASI has faced. Like many other businesses, ASI has realized the a slow down of our growth - the first in our 20 year history.

In order to weather this economic tsunami, ASI has made numerous efforts to secure our business. They will enable ASI to keep our company healthy and meet our customers needs. The staff here at ASI consistently perform above and beyond their job responsibilities. In fact, it is because of our employees' relentless efforts that ASI is still able to deliver the most economical sensors with the best quality to our customers.

I recently attended theACHEMA show in Frankfurt, Germany and was revitalized by the strong attendance and activity on the exposition floor. Most of the customers and new contacts I spoke with were very optimistic about an upcoming and strong recovery.

Both 2008 and the first part of 2009 have proven eventful and difficult for ASI but our customers' trust and faith in us has ensured ASI's perseverance

GP Letter continued on page 2...

Low Cost Region Manufacturing - helping you reduce cost in a slow economy

The current economic climate is changing the way that businesses operate. Cost reduction has always been a top priority for most businesses but even more so during these tough times. It goes without saying that a successful cost reduction program will allow you to be more profitable or the ability to offer customers a lower price.

With 20 years of experience in electrochemistry sensors, laboratory accessories, tooling and injection-molded parts, ASI understands the value, quality, and service that customers require to meet their business objectives. Besides the capital investment and the expertise required to design and manufacture electrochemistry sensors, cost is a main business driver in the decision to outsource this technology.

ASI has been successful in addressing our customers' cost requirements by leveraging our sister company located in Shanghai, China - a reputable low cost region for manufacturing. With labor rates as much as 7-times lower than the US, as well as access to lower cost materials, Aurora Scientific Instruments is well positioned to provide ASI with a competitive edge and a channel into the overseas markets. As a wholly owned subsidiary of ASI, Aurora complements their low cost capability with best practices from a western business model and management.

There are many logistics and other factors to consider when investigating a low cost region manufacturing option. Utilization of ASI's low cost manufacturing region is dependent on the following, mutually agreed to, business drivers:

- Technology compatibility - does the technology lend itself to low cost region benefits?
- Volume - the volume must be sufficiently high to get the most value from low cost region manufacturing.
- Lead time - is there sufficient lead time to allow for economical transportation for the product?

Low cost region continued on page 3...



Analytical Sensors & Instruments Ltd.

Measuring Your SuccessSM



ASI prefers to ship electrodes with everything that the analyst needs to get started right out of the box (aside from the meter!). For pH electrodes, this would include calibration buffers, filling solution (for refillable models) and storage solution. For ion-selective electrodes it would include the ionic strength adjustor, filling solution and calibration solution. For dissolved oxygen probes or reference electrodes it would include filling solution and for conductivity probes it would include calibration solution. Our typical offering would be a sufficient volume of solution to do a couple dozen measurements or more depending on the application. After that, ASI can provide replacement solutions of the same size or much larger including gallon containers if desired. Our solution manufacturing and packaging is done at our Sugar Land facility and we also have capability at Aurora in Shanghai, China for the Asia market. We manufacture these solutions to order and can provide a certificate of analysis for an additional charge if desired. MSDSs are also available upon request.



It is important to use good laboratory practices when storing these solutions - typically an area that is kept at room temperature and it is always best to avoid direct exposure to sunlight. This is also the best way to store ISE sensing modules. The electrode manual will provide instructions on how to use the solutions. For example, we typically provide a 1000mg/L or 100 mg/L standard with our ISEs. This solution can easily be diluted to a lower concentration for a proper two, three or more point calibration. Please do not hesitate to contact ASI regarding our solution capability or use of the solutions in your application.

...GP Letter continued from page 1

in this economy. In fact, our US office has started seeing the upcoming and our Shanghai branch, Aurora, has been doing well since the beginning of this year.

Together we will ride out this storm with everyone's hard work, dedication, and the unyielding determination to succeed.

I sincerely praise the Lord for this world.

Thank you again for all your long time support.

Peter Cai
GP and CFO



ASI's Microstirrer is one of the most popular innovations to customers that are using it. Once you use one, you will wonder why you ever used a stir bar to begin with!

This innovative device clips onto the end of any standard 12mm body electrode (pH, ISE, DO, etc) and when used in conjunction with the ASI Magnestir (or other magnetic stirrers) provides an excellent stirring mechanism for applications requiring slow to fast stirring. You can adjust the distance from the electrode end and the speed will also be adjustable by the magnetic stirrer speed.

Contact your ASI Account Manager to give one of these stirrers a spin in your lab, or your customers'!



Analytical Sensors
& Instruments Ltd.

Measuring Your SuccessSM

people propHiles

ASI's Cable & Wire Group

ASI offers more than 50 different connectors and cable types to our customers to meet their application needs. To do this, ASI's Cable & Wire Group is an integral part of our manufacturing operations. This group enables us to customize electrode cables in-house and concurrent with the electrode build cycle - saving you money.

Since the connector is often the most expensive single component of the electrode, we make sure to work with our suppliers to get the best price and purchasing efficiency.

From a couple of inches to over 100 meters, our cable assemblies come in a wide variety of lengths, shapes and specification requirements. They are meticulously manufactured and tested to ensure performance and then packaged in a way that keeps them organized and protected during shipment to our customers. The experienced Cable & Wire Group includes:

Fang Tai Li - Mr. Li is the team lead for the Cable & Wire Group. He has been working for ASI since 1996. In his spare time, he enjoys gardening, fixing up his house, and also putting together boat models, which is a professional specialty he acquired when he was in China. In ASI, people fondly refer to him as "Old Li" which is a respectful indication of his age and his seniority.

Hao Wang - Ms. Wang is the newest member of the Cable & Wire Team, having joined the ASI team in 2005. In her spare time she enjoys crafts, cooking, cleaning, and enjoying the Houston area.

Ming Mo - Ms. Mo started with ASI in December of 1998. She lives in Sugar Land with her husband Charley (also an ASI employee!) and her son who is in college. In her spare time she enjoys watching TV, reading, cooking, cleaning, and gardening.



...Low cost region continued from page 1

Some of the obstacles to overcome in securing a low cost region manufacturing solution include language difficulties, import/export & customs regulations, and assurance that a lower cost will not come at the sacrifice of lower quality. ASI can provide our customers with a turnkey solution to access this low cost region manufacturing capability. By utilizing ASI's capabilities you get the management and support from our US-based account managers and engineering services, and can even consider stateside inventorying, but also get the cost advantages of manufacturing in a low cost region.

Contact your ASI Account Manager to find out more about expanding your business potential with a convenient, quality outsourcing solution at a lower pricepoint.



ASI's electrodes are offered in a variety of packaging options. Our goal is to provide you with an efficient, quality package that is affordable and functional.

Many of our customers have switched from styrofoam or similar packaging materials to ones that are more easily recycled or otherwise reclaimed.

Contact your ASI Account Manager if you are interested in a new packaging option for your electrode order.



Analytical Sensors & Instruments Ltd.
Measuring Your SuccessSM

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

RETURN SERVICE REQUESTED



2009 marks ASI's 20th anniversary!

In 1989, Peter and Yuxian Cai started ASI in the garage of their house after being involved in the technology for the previous 25 years. Starting with a handful of electrode designs and their own glassblowing skills, they grew ASI into the multi-million dollar company it is now.

With over 170 employees in offices in Texas, Colorado, and Shanghai, China we are one of the largest independent electrode manufacturers in the world. We owe our industry lead and longevity to the efforts of many past and present employees. But

foremost, it is our customers that have kept ASI in the business of providing electrochemistry sensors, laboratory equipment and accessories, tooling and flow-injection plastic part production and other customer needs for the past 20 years. Our goal of providing our customers with great customer service, quality products at an affordable price as well as world-wide engineering and manufacturing services has been consistent throughout our existence. We would like to thank each and every one of our customers for the opportunity to serve you.

As ASI continues to move forward with our products and services, please let us know what you would like to see from us. We pride ourselves in our availability to our customers. Our company founder Peter Cai continues to be an active participant in the day-to-day activities of our operation from working in the laboratory or engineering to our accounting and customer correspondence. We continue to have dedicated Account Managers who are there to know your business and how ASI can help you meet your business goals. Please don't hesitate to contact us today or in the near future.