

ITT Scoops Major Instrumentation Brands



ITT



ITT Corporation has acquired the entire portfolio of companies within the Nova Analytics group. This includes well known brands such as WTW®, SI Analytics®, Aanderaa®, ebro®, Bellingham + Stanley® and Global Water®.



ITT Analytics was launched at Analytica 2010



ITT, with a revenue of \$10.9 billion in 2009, is a global leader in water and fluids management, global defence and security, and motion and flow control.

With global revenues of approximately US\$135 million in 2009 and employing around 725 people worldwide, Nova Analytics was a privately held manufacturer of premium quality laboratory, field, portable, and on-line analytical instruments used in water and wastewater, environmental, medical, and food/beverage applications.

"This acquisition fits perfectly with ITT's strategy to expand into categories adjacent to our core businesses and build on our global leadership positions in water, wastewater and industrial process, and products for the food & beverage market," said Gretchen McClain, president of ITT Fluid and Motion Control group.

"Nova offers ITT a collection of leading brands and technologies, robust distribution, and a strong platform in the \$6 billion analytical instrumentation market from which to establish a new growth platform for the corporation."

McClain sees the acquisition as a natural extension of ITT's \$4.7 billion Fluid and Motion Control business, with presence in more than 130 countries and established brands including Flygt, Sanitaire, Jabsco, Totten, Goulds, Bell & Gossett, Lowara, WEDECO, Royce and Leopold.

"Adding Nova's recognized brands to our existing portfolio of water and wastewater pumps and treatment systems will enable us to more fully address our customers' needs when it comes to fluid transport, testing and treatment, and to assist them in more effectively meeting the increasingly stringent regulatory, environmental, and energy efficiency requirements they are facing," McClain said.

"By combining Nova's WTW branded instrument and sensor portfolio with our current offerings, ITT will have one of the industry's broadest sensor and instrument ranges for wastewater plant process monitoring and control. This combined portfolio will allow ITT to address all of our customers' treatment plant process design, operation and control needs, and assist them in controlling their operating and construction expenses."

Chris McIntire was previously President of Nova Analytics and has now been appointed President of the newly formed ITT Analytics. He says, "There is certainly an element of synergy between ITT and Nova Analytics, however, the plan is to continue to position the brands as stand-alone businesses. Setting the foundation of the Nova Analytics business in the first seven years can now be regarded as the first chapter. The entire management team came with the business and ITT has major growth plans including both organic and non-organic growth within the analytical instrumentation sector."



Chris believes that whilst the brands within the ITT Analytics portfolio are all very strong, there are geographic market sectors in which they have yet to fulfil their potential. For example, he believes that much of the organic growth will come from the North American market. "As Nova Analytics we obviously looked for sustainable growth, but now that we are part of a much larger organisation, the payback periods for investment will be longer and with ITT's focus on innovation, we can look forward to an accelerated new product development program."

Perhaps unsurprisingly, Chris believes that the acquisition is good news for customers. He says, "ITT is a very large, financially stable parent, which means that customers can rely on long-term support and in a risk-averse market this is extremely important."

Commenting on the analytical instrumentation sector, Chris believes that the market is strengthening as we emerge from worldwide recession and foresees stable and consistent growth in the medium term. "Water continues to flow, no matter what the economy is doing!" he adds.

The ITT Analytics brands are outlined below:

WTW

Founded in Germany in 1945, WTW is one of the world's leading manufacturers of water quality and environmental analysis instruments, meters and systems, specialising in the measurement of Dissolved Oxygen, Conductivity, TDS/TSS, pH, ORP and Specific-Ion for Laboratory, Field and On-Line applications. The company's main markets are the Environmental, Water & Wastewater, Food & Beverage, Educational, Pharmaceutical, Clinical, Research and Chemical/Petrochemical industries. www.wtw.com



SI Analytics

SI Analytics is a Germany based manufacturer and distributor of SCHOTT(R) Instruments high performance laboratory and process electrodes offering breakthrough technology for the measurement of pH, Dissolved Oxygen and Conductivity. The company also develops meters, titrators and software, hotplates, stirrers as well as an extensive line of capillary glass and viscometry measuring systems to meet the most demanding applications in Food & Beverage, Educational, Pharmaceutical, Clinical, Research and Chemical/Petrochemical industries. www.si-analytics.com



ebro

Based in Germany and distributing its products worldwide, ebro Electronic manufactures high quality temperature measurement and data logging technology, systems for the measurement of temperature, pressure, humidity and other physical parameters primarily serving the food, medical, industrial and chemical industries. www.ebro.de/en/ebro-today/index.php

-ebro-**Aanderaa Data Instruments Inc.**

Located in Bergen, Norway, Aanderaa Data Instruments (AADI) manufactures sensors, instruments and systems for measuring and monitoring in demanding environments. 80% of the company's sales go for export and the main markets include Aquaculture, Environmental Research, Marine Transportation, Oil and Gas, Road/Traffic and Construction. www.aadi.no



AADI
AANDERAA DATA INSTRUMI

Bellingham and Stanley (B&S)

Specialising in digital refractometer and polarimeter technology, Bellingham + Stanley offers global customers high quality and superior performance products for quality control in accordance with industry standard methods serving the food and beverage, pharmaceutical, chemical and petroleum industries. With a 95 year history, the company is now based in both the UK and Atlanta, USA. www.bellinghamandstanley.com



BS Bellingham
+ Stanley

Global Water Instrumentation

Global Water Instrumentation is a manufacturer, distributor, and systems integrator of water instrumentation serving the water, wastewater, and environmental markets. Located near Sacramento, California, the company both designs and manufactures its own products, as well as distributing products manufactured by other companies and integrating products into systems to meet specific client requirements. www.globalw.com



Global Water

Pinnacle

The Pinnacle Series of electrochemistry meters and electrodes feature quality, value and performance for demanding lab and field applications in life science, research and the pharmaceutical industry. www.pinnacle-ph.com



Pinnacle series

Royce Technologies

Royce Technologies is a global supplier of high quality monitoring and control instrumentation and sensors specifically designed for municipal and industrial wastewater treatment applications with a focus on the biological wastewater treatment process. Other markets include mining, pulp and paper manufacturing, chemical processing, aquaculture, and the power and steam generating industries.



ITT

SECOMAM

Since 1946, SECOMAM has been on the forefront of innovation for Visible and UV-Visible spectrophotometer technology providing global customers with instrument solutions for clinical biology, environmental, industrial and educational research. Rapid detection using UV spectrophotometry innovations facilitates speedy analysis of soil and water quality in environmental applications.

SECOMAMwww.secomam.fr**Sensortechnik Meinsberg (STM)**

Located in Germany and specialising in electrochemical sensors for industrial, water technology and laboratory analysis, STM provides complete sensor and instrument solutions for measurement and control in process, laboratory and field applications. www.meinsberg.de



Sensortechnik Meinsberg

Looking forward, Chris McIntire believes that the ITT Analytics brands represent an ideal platform for growth, adding: "Our strategic focus on the analytical instrumentation sector is critical for success. With a relatively small investment of hundreds or thousands of dollars, our customers rely on ITT instruments to protect assets worth millions of dollars and, to protect people and the environment. In addition, we see a tremendous opportunity to take a leading role in a still fragmented market comprised of many specialist manufacturers."



Chris McIntire President of ITT Analytics

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