

PRESS RELEASE

Shaking up the market with a quality product

Calibration company AMECaL are set to shake up the test equipment market with a new range of high quality testing and measurement equipment launched this month (June 2011).

Several years in the planning and based on the experience and knowledge gained from serving thousands of customers in the UK and overseas, AMECaL is set to shake up the market for test and measurement equipment with a new range of high quality, professional instrumentation. After surveying their customers and building up a profile of the multitude of problems associated with the massive range of products available, AMECaL made the decision to produce its own range of equipment.



Stephen Oxborough, Technical Director, explains: “Over the last few years we’ve noticed that the range of equipment available in the market is becoming increasingly confusing – we’ve been calibrating and repairing them in our laboratory. On one side of the market are the hundreds of cheap imported models – generally of very low quality and selling at rock bottom prices – and on the other side are meters selling for much high prices, which are sometimes better quality, but still not particularly high quality. Even some of the branded manufacturers’ products are of quite poor quality – customers are paying a premium simply for the brand name.”

To an extent, this is fine, as long as that premium is reflected in the quality of the service the customers receive from the manufacturer, but AMECaL and its customers have also experienced a reduction in the effectiveness of manufacturers’ repair and calibration services. David Heppell, Sales & Marketing Manager, comments: “Our customers have repeatedly told us that manufacturers, despite their promises of fast and efficient support services, are providing a much slower service – several weeks to carry out straightforward repairs – and at a higher price. Manufacturers are also increasingly refusing to repair faulty equipment under its warranty (quoting ‘customer misuse’ as a get-out clause), charging an ‘investigation fee’ just to look at a fault, quoting an exorbitant price even for simple repairs, or simply refusing to repair it at all. These are essential and important pieces of equipment for most of our customers, of not insignificant value to their businesses – the manufacturers seem to simply not care.”

So AMECaL decided to take matters into their own hands and develop their own range of quality equipment for electrical and environmental testing - based on their wealth of expertise in the field – at a value-for-money price, to be supported by their own laboratory/workshop and a technical helpline where customers can speak directly to a technician for help.

AMECaL has always sourced equipment for customers on request and when equipment has been sent in for calibration or repair, but could not be repaired (or where the repair cost would be near the cost of a new instrument). Extending the service to create and supply its own range of equipment was a natural progression.

David Heppell summarises the approach the company takes to the new range of test and measurement equipment, “Unlike some other manufacturers, we’re not in the business of simply selling the instruments – we’re primarily a service-focussed company – we want to be sure, every step of the way, that we can provide the support our

customers deserve. We've looked to them for feedback all the way through the process of developing the range and the response we've had has been phenomenal. At AMECaL we take the quality of our services very seriously and the product range is no exception."

For further details, contact David Heppell at AMECaL on 0191 262 2266; Fax on 0191 262 6622 or email david@amecal.com

More about AMECaL:

Proud of being one of the few privately owned independent laboratories in the North East, AMECaL's multi-laboratory operation is viewed as a premier facility. The company provides one of the UK's most competitive portfolios of calibration and repair services, supporting a wide range of industries both locally and nationally in all fields of calibration and on a vast array of measuring equipment. State of the art calibration services are carried out either in one of the company's environmentally controlled laboratories, or on clients' sites.

This month (June 2011) sees the launch of AMECaL's exciting range of quality, professional, testing and measurement equipment - details of the electrical and environmental equipment in the range are available at products.amecal.com. From there catalogues and pricelists can be downloaded or requested. There is also an online shop - shop.amecal.com. As a special introductory offer, calibration is being included (at no extra charge) on any meters over £100 (excl. VAT) purchased in June 2011.