



# The Niton Analyser

Issue 7 May 2010

## Celebrating Our First Decade

### From Millennium to Market Leadership - The First Ten Years

We are pleased to say that we have reached the ten-year milestone, since the inception of the Niton UK business in the year 2000.

Originally, our Managing Director, Malcolm Sibbald, identified the Niton handheld XRF instruments, now manufactured by Thermo Scientific, as a potential new product introduction for the company he was working with at the time. However, after some consideration, they decided not to take up the range and instead offered Malcolm the distribution rights for the UK. As a result, Niton UK, still an independent privately owned business, was established.



Malcolm was able to recognise the quality of the product and the potential applications and opportunities that the Niton range represented. At the time the handheld x-ray tube, in the form of an XRF based instrument, was a very new technology and relatively unique. His confidence has been rewarded as Niton UK is now the established market leader for this type of product.

Malcolm was joined in the business, some six months after its inception, by his son Michael. In his role as Sales & Marketing Director, Michael brought the benefit of his sales experience and expertise and this continues with Michael being supported by a very experienced and talented sales team.

Niton UK also now has the only UK based service facility for handheld XRF instruments, so providing excellent turnaround times for customers. We are also unique in being the only ISO registered company supplying such products.

Although Niton UK is only ten years old, with our experienced internal service and administration teams we have over 100 years of experience in relevant markets to XRF.

To celebrate our anniversary, we have produced a limited-edition mouse mat, featuring our ten year logo and a handy periodic table for easy reference. If you would like one for yourself, then please either give us a call on 01256 397860 or send an email to [info@nitonuk.co.uk](mailto:info@nitonuk.co.uk).



Niton UK is exhibiting at the Turbo Expo Show, 14-18 June 2010 in Glasgow.  
Come and see us at Stand 154.

**TURBO EXPO**  
Turbine Technical Conference & Exposition

## Trade In & Trade Up

### Trade In Offer Allows Trade Up to the NEW Niton XL2

Why not trade up to the latest Niton XL2? The new highly specified and highly durable Niton XL2 is the latest model and easily identified by its bright yellow colour. If you are using a previous model, which is less than five years old, then contact us for a generous allowance against the purchase of the new Niton XL2.

The Niton XL2 is the latest instrument to be added to our portfolio and combines a tough and durable exterior with sophisticated electronics to produce an XRF instrument well suited to all applications.



With a yellow outer casing, to differentiate it from the higher-spec Niton XL3t, the new model is feature rich at a competitive price.

The Niton XL2 allows the user to simply 'point and shoot', providing rapid results, displayed on the full-colour screen. Therefore, even non technical persons can easily operate the instrument.

If you would like a demonstration or trial of the new Niton XL2 to prove its credentials and capabilities, then please contact us. Alternatively, please call for a valuation of your existing instrument and a quotation detailing the price to upgrade.

Further information on the new Niton XL2 can be found by visiting our website at [www.nitonuk.co.uk/xl2](http://www.nitonuk.co.uk/xl2).

*Not to be used in conjunction with any other offer.*

# Wizard Website

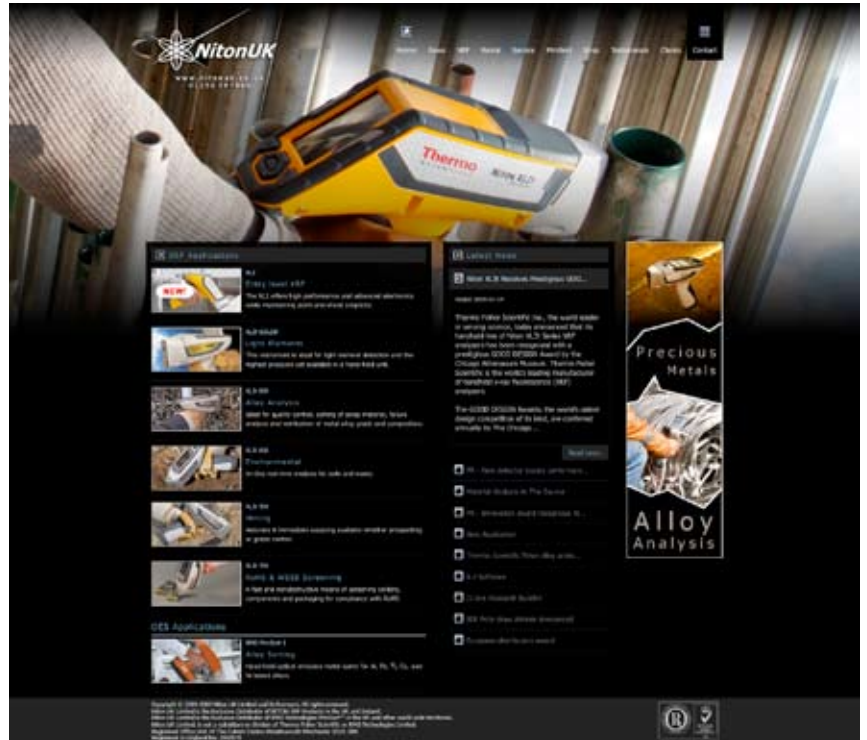
## Have You Visited Our Website Recently?

We are pleased to say that our website played a major part in our winning a Marketing Excellence award from our principal supplier partner, Thermo Fisher Scientific.

Also, an independent search engine optimisation specialist, when evaluating the site, commented, 'One of the best and most attractive websites I have seen'.

In addition to details of the latest Niton XL2, the site also now has dedicated pages on PMI applications and our latest case studies and news stories.

Do take a look at [www.nitonuk.co.uk](http://www.nitonuk.co.uk).



# New Niton IM (Instrument Management) System

## The Only UK XRF Service Centre Introduces Further Advances

To further improve customer service and confidence in Thermo Scientific Niton XRF analysers, we have recently introduced a new database and management system that keeps records of all instruments we have sold.

The new system provides a record of warranties, preventative maintenance contracts, services and repairs for each instrument. This means that we can always give you an update on the health and history for your instrument, and indeed the same if you are considering purchasing a second-hand model.

The system flags up when services are due, ensures that instruments are running the latest software and keeps a record of any repairs undertaken. This will build up a profile both for the individual instrument and our installed base as a whole, to assist with further product developments and improvements.

To check the status of your instrument or to arrange for a service or a free health-check, comparing your software version against our database, please contact our service department on 01256 397860 or by email to [service@nitonuk.co.uk](mailto:service@nitonuk.co.uk).



## People in Profile

### Phil Fulfils an All-Important IT & Marketing Support Role

Introducing Phil Stowell, our IT and computer guru. Every business needs one and Phil provides an excellent service and support facility to the rest of our team, maintaining our computers and networks.

Phil's talents extend further. He has also developed bespoke programmes and software for our business, which assist with running our unique service department and managing customer enquiries. These have been written from scratch, such that they are very specific to our requirements.

In addition, Phil's technical skills have been put to use in building and maintaining our website plus assisting with many of our other marketing activities.

Phil joined us straight from college, undertaking his apprenticeship here, and has quickly become an important member of the team. With our support, he is currently studying for a foundation degree in software engineering.

If you have any recommendations or suggestions for improvements to our site, then please contact Phil on 01256 397860 or by email to [philstowell@nitonuk.co.uk](mailto:philstowell@nitonuk.co.uk).



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