

P R E S S R E L E A S E

Web Configurator for the efficient selection of optical PAT immersion probes

Müllheim, 22nd May 2012. Applications in process analytical technology (PAT) are just as numerous as they are individual. Furthermore, the monitoring and control of sophisticated production processes is frequently very complex and cost intensive. The use of optical immersion probes in UV/Vis or NIR process analysis can support processes proactively. Process monitoring using online measurements not only measurably increases process performance, but it can also measurably increase plant efficiency and process safety. Up until now, the configuration of the correct immersion probe was very time consuming and associated with the need for considerable clarification. The fact that this can be different will be demonstrated for the first time by Hellma Analytics at the Achema 2012 in Frankfurt. The world first Web Configurator is acclaimed to offer more than 500,000 possibilities to configure an individual optical immersion probe very simply and within just a few minutes. At the same time, a fixed price is also provided. On the basis of a number of essential parameters, such as e.g. the measuring principle, light path, material, pressure, temperature, length, diameter, to mention just a few, the user clicks through the configurator list and receives his individual immersion probe configuration at the end. "The system is unique in the market and offers for those responsible for processes the highest level of satisfaction and clear advantages," says Markus Riegger, Sales Director at Hellma Analytics. "Not only the speed of configuration is unique – thanks to the modular system, our

customers are also able to profit from significantly shorter delivery times,” added Riegger.

The Web Configurator will be presented to the public for the first time at the Achema 2012 in Frankfurt.

Illustration 1: Hellma_Analytics_Web_Konfig.jpg



Illustration caption: With the Web Configurator, those responsible for PAT will be able to find the correct optical immersion probe simply and efficiently.

Illustration 2:



Illustration caption: Optical immersion probes for UV/Vis and NIR online process analysis

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Abstract: Hellma Analytics

The owner-run company Hellma Analytics, which was founded in 1922, employs 210 staff and achieved sales of 16.9 million EUR in 2011. The core competence lies in the manufacture of highly precise optical components made of glass and quartz for analytical technology. Hellma Analytics is world market leader in this segment and present with 11 sales affiliates as well as more than 50 representations in global markets. All products are developed, manufactured and marketed at the location in Müllheim, Germany. The most important areas of application of products are in chemistry, pharmacy, biotechnology and the food sector.

Product lines of Hellma Analytics

- Cuvettes made of glass and quartz for spectral photometry
- Micro-channel cuvettes for cytometry and particle analysis
- Optical immersion probes for online analysis
- Optical micro-measuring cells for bio-analysis
- Calibration standards for spectral photometers

Hellma Analytics is a company of the Hellma Group, to which the companies Hellma Optics and Hellma Materials in Jena also belong. The Hellma Group employs worldwide about 350 members of staff and has its headquarters in Müllheim. All companies of the Group are certified according to DIN EN ISO 9001. In addition, Hellma Analytics possesses environmental certification according to DIN EN ISO 14001 and the calibration laboratory is accredited according to DIN EN ISO 17025.

“We take Responsibility” Find out more about our brand promise under:

www.hellma-analytics.com/responsibility