

PRESS RELEASE

Lovibond® becomes even more international online

Lovibond® has been a sought-after international partner for water analysis and color measurement since the beginning of its over 130-year history. Demand is growing steadily: the know-how of the family-owned company based in Dortmund, Germany, is currently in demand in more than 160 countries around the globe. This is why Lovibond® has gone multilingual online with its measuring instruments, reagents and accessories. Recently, Lovibond® has expanded its range of languages to include Italian, Portuguese and Turkish. And there is now also a dedicated American website for the individual needs of customers on the American continent.

Even though markets are becoming increasingly global, the demands placed on products in individual countries remain very specific. There are different legal requirements, for example by the US Environmental Protection Agency USEPA, which place special demands on analytics, suitable measuring instruments and reagents. Cultures and traditions also shape needs, such as process turbidity measurement in the US drinking water supply. Anyone looking for the right instrument for a particular application in Canada, Florida, Texas or Wisconsin will quickly find what they are looking for at www.lovibond.com/usa-en – in all important languages of the continent in English, Spanish, French and Portuguese.

In the rest of the world, Lovibond® is now even more international with its global homepage. In Italy, Portugal and Turkey, there is also great interest in Lovibond® expertise. Linguistic misunderstandings are no longer a problem when searching for information about the newly introduced Model Fx automatic color spectrophotometer in Italian-speaking countries or when someone is looking for the right pooltester in Turkey, or when you want to find out more about the of spectrophotometers of the new XD series in Portuguese. All products and background information are now also available in these three languages on www.lovibond.com – in addition to the existing 5 languages of German, English, French, Spanish and Chinese.

Please note: This press release is of course available digitally – in our new press area on our homepage.

About Tintometer® GmbH

For over 130 years, water and color have been the focus of the family company. The instruments and detection methods are developed, produced and distributed worldwide by Tintometer® and provide the basis for reliable and high quality measurements which assure fast reaction and save results of analysis in most areas of life. Thereby solutions are developed which are demanded in industries as diverse as water works, sewage plants, in pools, in the environment or in research.