

NIVELCO APPLICATION NEWS

COPY UNLIMITED



Copying something successful is an age old practice. Be that a product, a process or anything just name it, will be copied if a trace of success is sensed behind it.

It is usually nothing wrong in trying to use someone's concept, improve it by adding bright ideas to make it better. This was what has moved the world ever since humanity claimed this globe its own. We would be still chasing Mammoths with stone axes if the copy-and-improve process was not invented by one of our ancestors.

Not this art of copying is what worries us most but the modern 20.-21. century style of doing it. What is this "new" style about?

Worst of all is the copy looking, working or having its effect exactly as the original does it. Even worse if the name is also copied (or made similarly sounding because of trademark protection issues).

It is not much better if the exterior is copied fully but what is inside is built according to the capabilities of the copier, resulting usually in a much lower standard, sometimes in a substandard product. I take the liberty to assert that this second kind of copying is perhaps even more harmful than the above mentioned "total copy" since the user expects the quality associated in

his mind with the look, the shape and appearance of the original but what he or she gets is something usually incomparable.

We have seen everything copied starting with clothing, cosmetics, gadgets and were amused by seeing them and ... sometimes we have even used them ...

Working in the professional world of process control we thought we were in safe heaven and immune to copying. Our products are not going to get attention, since copiers go for the fast money and are interested in high volume only.



Those days are over our friends.

More about it after the 5th of January.

By the way, what you see here is NOT an EchoTREK made by Nivelco. The product above is the kind of painstakingly designed copy I was referring above. At present we do not know what are its internal merits and how close it comes to the real one. We hope to get to know more soon.