

NIVELCO APPLICATION NEWS

COPY UNLIMITED II.

The pictures taken of alleged copies and appearing in this article were actually seen exhibited on a prestigious Trade Show of the Far-East and we think it is not a mistake to assume they were produced there as well.

Observable on the same Trade Show was a great deal more than look alike copies of our Ultrasonic Level Transmitters and units looking like made by Vega, Endress+Hauser, Krohne and others.

Pulse Radars, TDR-s and other equipment of the latest technologies were also exhibited looking strikingly similar to the originals made by various European or US companies of great fame.

The few brochures available on the exhibited products in English were proudly offering high-end specifications and features suggesting the products being not a bit inferior to the originals they were assumed to be copied of.

Are we supposed to believe that all these excellent specification details are genuine?

We may or we may not. It is true, there are excellent engineers in the Far-East capable of developing anything from high tech track shoes to Radars. Be that so, and we wish them a lot of success to compete with us in a fair way. But... hang on for a minute. If the above is true than why on earth do they need to resort to say, cheating? If they are able to equip their products with the same features, specs by promising a great quality, why do they insist on their ingenious designs looking like as if made by somebody else? If they are proud of being able to create something with an excellent and original internal merit, why are not being proud to differentiate theirs from other products by creating a likewise original



and good looking exterior? If somebody can come up with a fitting answer to this, please share with us.

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.