PRESS RELEASE

Tintometer® is Setting a New Digital Milestone in Water Testing and Colour Measurement

Not only the digital world changes dramatically. Also, the Tintometer®-family with its head office in Dortmund alters rapidly. That is now reflecting In the brand-new website of the German company group. On [www.lovibond.com](http://www.lovibond.com) the Lovibond® products for Water Testing and Colour Measurement are embedded in the same global environment as the company is engaged in the different market segments.

“Even in Water Testing we experience an enormous increase of demand for our products – whether it be the purity of potable water in water stress areas of the world, the monitoring of industry water, process water, waste water or the water quality of the private pool”, describes company founder Cay-Peter Voss. “Our company expanded in the last years, we grew to more than 370 members of staff and we are represented in more than 160 countries on all continents”, adds managing director Maja C. Voss. „We deliver innovative solutions all over the world and transport all this now also with our new website and its various additional digital opportunities.”

The main innovation: both company focuses Water Testing and Colour Measurement are presented on one webpage. With one mouse click the suitable photometer to control the pool water will be found. Who wants to apply electronical colour measurement for petroleum oils, pharmaceuticals or waxes will quickly find what he or she is looking for – including all technical data, reagents, accessories, downloads and safety data sheets. A product finder simplifies the search for the suitable instrument considerably. A download area, diverse search functions, a storage function or favorites and significantly more information are offered with latest design. The many opportunities of the new website are available everywhere even with smartphones or tablets.

“The new homepage marks a digital milestone and the beginning of a comprehensive development of our company“, stresses managing director Maja C. Voss. “Thereby we are well positioned and prepared for the global and changing challenges of the market.” Behind the website scenes the data are put into networks and the company invested in more digital innovations like an own product information system. Who wants to try it: on [www.lovibond.com](http://www.lovibond.com) the various language versions are continually updated so that the customers and stakeholders in all parts of the world are fully informed.

*Besides: This press release of course is offered digitally – in our new press area on our homepage.*

**About Tintometer® GmbH**

Since more than 130 years water and colour are the focuses of the family company. The instruments and detection methods are developed, produced and distributed worldwide by Tintometer® and provide the basis for realiable and high quality measurements which assure fast and save results of analysis in most areas of life. Thereby solutions are developed which are demanded as well in industries as in water works, sewage plants, in pools, in environment or in research.