

Shanghai Peiou: development and research continues, be a leader in Kjeldahl nitrogen apparatus industry

May 21st, 2014, "China Scientific and Lab Equipment Exhibition" in Beijing grand opening China International Exhibition Center. The exhibition sponsored by the China Instruments Industry Association to undertake Trump, Beijing Exhibition Co., LTD. For a decade, CISILE in the rapid growth of the exhibition scale, quality and rich market resources, various forms of business promotion activities, powerful media propaganda, exhibition services thoughtful, set up the trade show. China National Chemical Instrument Network as network media has carried on the following-up reports, to this exhibition dialogues and site visit several known more than the industry enterprises. At the scene of the exhibition, Shanghai Peiou's Xia Ying manager interviewed China Chemical Instrument Network.

Thank you for Xia manager to accept our interview, please simple introduction company development for us.

Manager Xia: Shanghai of Peiou was established in 2006, when just founded mainly economic and trade, since 2007 to production research and development, and create their own brand of Peiou. From 2007 to 2008, the first time we have developed high end automatic Kjeldahl nitrogen apparatus, research and development through the domestic way of thinking, has played a leading role in

the kjeldahl apparatus industry, the instrument of the innovation points and function are still being accepted by foreign manufacturers and using for reference. After these years of hard work of research and development, started the kjeldahl nitrogen apparatus products gradually improve, and according to user needs to dig deeper into the function, form the automatic, semi-automatic and a series of products. Our kjeldahl nitrogen apparatus and moisture instrument products have obtained many patents and award, the current application of six patents. In the next few years we will to the width of product development, in the field of kjeldahl apparatus and moisture instrument depth of mining products, performance and application characteristics, let us both series of products to meet international standards.

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CHEM17: Instrument at home and abroad market competition motivation, what are the steps to build your own brand image and to improve its ability of competition in the market?

Manager Xia: Need a long term sustainable management of the company. For peiou's this one brand is in an impregnable position in the market competition, we adopted the following measures. It is the ascension of the quality of the product, peiou's strict every parts of the instrument, the performance and materials are strictly controlled, every production process through strict audit, excellence in the product quality to win the market. It is the improvements to the user, the ease of

use and durability, kjeldahl apparatus and moisture apparatus we both products using the environment is very bad, so we in the anti-corrosion and made great improvement on the function. It is the ascension of the user service, and the user face to face communication, understand their needs, product application for users of deep mining, to maximize meet the needs of the users is our ultimate goal. It is based on the concept of good faith to run a company, we always adhere to the "you give to peiou to trust, repeatedly also is your value" this concept.

After-sales service is important to the company development, good after-sales service can relieve the customer of sorrow, what are advantages in the aspect of after-sales service?

Manager Xia: A lot of enterprises and organization are very seriously by after-sales service, so far, repeatedly the throughout the country set up more than ten after-sales service points, instrument to users, we have professional after-sales engineers to the user commentary equipment solution, User use apparatus familiar with we continue to step up. Let them familiar it. Users proficiency in the use of instrument operation we will be in the follow-up, during the probation period will be able to master them. After-sales service persons arrive the site to provide training and testing protocols. The user has any problem, our after-sales engineers will respond within 4 hours, within 8 hours to reach the customers to solve the problems. The user use peiou's products with assured use and detection

of happy. This is our concept in the after-sales and we hope user can be steadfast user in the testing work, rather than doing a instrument maintenance specialist.

CHEM17: We brought so many excellent products in the exhibition as below:

Manager Xia: SKD-2000 kjeldahl analyzer is a high-quality products by 3 years, which applied for food, fedder, fertilizer, soil, water, chemical industry etc. The instrument of indicatore have reached or even more than similar imported equipment level, filled the gap of domestic high-end nitrogen determination apparatus, also broke the high-end nitrogen determination appratus in China by foreign brand monopoly situation with two inventions and two utility patents. The unmatched accuracy judged by coloring titration of three base colors is displayed by three real-time curves, titration of standard acid and quantity of protein, which help users to monitor the process of distillation, calculation and titration, replacing traditional potentiometry and simplex colorimetry.