

24 April 2015

Dear Partners,

LAUNCH OF THE NEW COMBINATION ToupH pH ELECTRODES

We are pleased to announce the official launch of the New Combination ToupH pH Electrodes. There are a total of 5 new models which are ideal for measuring pH in various applications.

Horiba's thick membrane technology achieves strength of more than 10x the Japanese Industrial Standard (strength tests). The surface enlarging glass structure and unique processing technology means the pH sensitive membrane can be thick and strong but at the same time, exhibit lower resistance and high sensitivity.

Samples can now be mixed in a beaker using the electrode. The electrode can also be wiped clean, helping ensure reliable measurements.

In the past, the ToupH glass electrodes available were all 3-in-1 electrodes with an internal thermistor for simultaneous temperature measurements. Since Horiba's thermistor value is unique, these electrodes were not compatible for use with competitors' meters.

Now we have a range of ToupH electrodes without thermistor that can be used on any pH meter with a BNC connector. We think this product range allows customers to experience the full capabilities of Horiba's pH technology.

Based on our tests, the Horiba's electrodes show unparalleled acidic and basic slopes and is one of the few electrodes that can be calibrated at multiple points and maintain slope above 95% in each range.

Leverage on the unique capabilities of the Horiba ToupH electrodes to grow your pH electrode business. Get your customers to try the electrodes and we promise you will not be disappointed.

The details of the new ToupH electrode is as follows:



Description	Field Plastic	Standard ToupH	Sleeve ToupH	Micro ToupH	Long ToupH
Model no	9425-10C	9415-10C	9481-10C	9418-10C	9480-10C
Part no	3200611625	3200611623	3200611631	3200611627	3200611628
Range	0 to 14 pH	0 to 14 pH	0 to 14 pH	0 to 14 pH	0 to 14 pH
Operating temp	0 to 100 °C	0 to 100 °C	0 to 60 °C	0 to 60 °C	0 to 100 °C
Body material	Plastic	Glass	Glass	Glass	Glass
Length	150mm	198mm	203mm	185mm	283mm
Diameter	16mm	12mm	12mm	3mm	8mm
Cable length, connector	1m BNC	1m BNC	1m BNC	1m BNC	1m BNC
Refillable	Yes	Yes	Yes	Yes	Yes
Lead free	Yes	Yes	Yes	No	Yes
NZ\$ List Price	\$193.00	\$255.00	\$485.00	\$539.00	\$385.00

Yours sincerely  
Peter Hassan; NZ Product Manager  
For Horiba Instruments Water  
Analysis Instruments.