



## **PRESS RELEASE**

### **Spanish Crisis does not effect LUM products**

#### **LUM awarded Spanish partner Best Distributor 2012**

**Berlin, 11.03.2013:** From March 4-6 the 14th International Sales Meeting took place at the new headquarters of LUM GmbH in Berlin-Adlershof. LUM, market leader in analytical instruments for direct and accelerated characterization of dispersions and particles, recently entered the market for material testing, too. The technical and intercultural exchange with the world-wide distributors established the fundamentals for the LUM growth during the next years.

“We have again managed to increase the turnover during the last year and moreover, the challenges in conjunction with the relocation of the company. Due to hard work, our optimism has payed off despite alternating forecasts for the international business development. The export plays an important role for LUM. The formula for success of our own US subsidiary was transferred to other countries. Especially, we would like to thank our Spanish partner Comercial Química Jover, S.L., successfully selling our analytical instruments“, explains Prof. Lerche, Managing Director of LUM GmbH. “The sales increase, by almost 100 % in Spain in 2012, was a substantial reason to award our Spanish partner Best Distributor 2012.“

LUM customers on the Iberian Peninsula include cosmetics and ceramics industries as well as companies from the food sector. A representative of the latter presented his application on the International Workshop Dispersion Analysis 2013. Premium Ingredients from Spain coped with the challenge to characterize cocoa particles in a smoothie. First, the Dispersion Analyser LUMiSizer® determined the hydrodynamic (in-situ) density of the dispersed cocoa,



since the dry density does not allow conclusions on the smoothie properties. In a second step the particle size distribution was determined in the same instrument according to ISO 13318, as one process parameter for product development. This example shows the possibilities for the characterization of bio- and nanoparticles dispersed in liquids, with properties significantly different from the property of the dry product and therefore more application relevant.

The enclosed foto displays (from left to right)

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