

Why are our MHC instruments so low in price compared to many other CM instruments in the UK ?

First of all let's be grown up enough to acknowledge that the fear that many have is that the prices are low because its 'the only way we can sell any', 'they're not worth much' or 'they're not very well built' or whatever. Nobody wants to specify something then end up with egg on their face (and don't forget that includes us when we are developing a new product). Now let's look at the facts rather than these fears :

The original MHC was launched in 1993 after considerable field testing and the basic algorithm has not been modified at all since. This is despite the fact that the hardware and firmware has gone through two total re-designs since the first MHC was launched (firstly in the creation of the MHC-Memo in 1997 and secondly in the creation of the MHC-SetPoint in 2000). We wouldn't have elected to keep the same processing routines, or indeed to expand the MHC product range, if we weren't entirely satisfied with its performance with our customers on the industrial shop-floor. Time and time again our customers have confirmed that the Distress® and dB Level parameters 'do the business', living up to our expectations and exceeding theirs. For example we recently received this unsolicited message by email from an overseas customer in the Middle East, 'Everyone here is impressed with how the system is working and the results that we are getting, especially the corrective actions and results.'

Although we are well on our way to having 1000 MHC portable instruments in use in the UK we don't suffer from reliability problems leading to a constant stream of products being returned for repair. The most likely problem is damage to the coaxial lead between the sensor and the instrument. Its easy and quick to replace (we even include a FOC spare sensor lead with our MHC portable instruments so that you can immediately be up and running again). Apart from spare leads the incidence of instrument and sensor failures has been so low in the UK that we have in the main repaired or replaced free of charge (not just for the first 12 months after purchase but all units since 1993). We have been able to do this because they have proven to be so rugged and reliable on the industrial shop-floor.

So why are they so low cost ? The answer lies in the philosophy of our company. We do not believe that Condition Monitoring (or AE products in the broadest sense) should be reserved for specialists or specialist departments. The major benefit of AE is its simplicity which means that anyone can use it, so what would be the sense in limiting its application by having a high selling price ? We are in it for the long term and can look back upon and look forward to a broad and expanding customer base. Our low price policy makes both us and our customers happy.