

## F4T's Sleek Look Gets Noticed



Tabletop instruments designed for test laboratories need to meet an expectation for a certain look and feel while still having industry-leading capabilities. The F4T with INTUITION® brings both to the table.

One of our customers, a leader in the laboratory testing equipment industry, focus is the advanced research and testing of lubricants primarily used in the transportation industry. They have primarily been a controls customer for Watlow, using the F4 on their equipment for several years. During the development of the F4T, they received a beta unit.

“We set up the F4T to mimic the F4 that they had been using. After a period of time they realized with the 10-amp outputs and the logic built into the process controller, they could replace other components in the instrument,” said Joe Virag, outside sales engineer. “With these tabletop instruments, there is not a lot of room inside them, so creating space is a big deal.”

The look of the F4T was also a deciding factor with engineers at the company. When the F4T came out, it was an opportunity for the customer to improve the interface on the equipment for the end user.

“The touchscreen was of particular interest. It really helps to make their equipment more attractive,” Joe said. “The F4T makes their equipment look more sleek, professional and a good fit for a lab environment.”

They are now looking at incorporating the F4T on more of the company’s products. They were using a Watlow competitor’s product on an instrument that measures how quickly an engine oil evaporates but have switched to the F4T because of data needs.

“Right now, they use the F4T’s ethernet connection to link to a laptop computer to extract the data, but they are researching the data logging and trending capabilities to see what else is possible with the F4T,” Joe said. “It’s a good example of how getting a customer onboard in one application can lead to expanding the use of Watlow equipment across several products.”

While the functionality and design of the F4T makes it a good value for customers, getting a demo in their hands can be the difference in making a sale.

“The F4T has a wonderful user interface. People love it. If you can get people a demo and get them to touch it, experience it, they’ll love it. That’s what I’ve seen multiple times with the F4T,” Joe said. “Even if they have resistance on the price, getting them to touch it can change their outlook on the product.”