



*Redefining Electrochemical Measurement*

## **The Gamry Sales Difference**

You are purchasing an electrochemical instrument and we're glad that you're considering Gamry. At Gamry, a skilled staff of electrochemists, electrical engineers, software engineers, and production engineers work to specify, design, and manufacture our products. Our potentiostats and software do an excellent job on virtually every electrochemical application.

Electrochemical instrumentation is manufactured by a number of companies, all of whom want your business. When you contact these companies, you will find that your popularity will soar! You may be bombarded with information and attention. Some of that attention may be aggressive in securing an order.

Gamry does things a little differently. We'd like you to know exactly what to expect when you contact Gamry.

### ***We're Not Going to Visit You***

Gamry does not employ regional sales people in the US. All sales activities in the US are handled from our home office in Warminster, Pennsylvania. We do this for two reasons:

- The technical expertise of any company resides at their headquarters. By talking directly to the Gamry staff, you get quick and accurate answers to all technical and applications questions.
- A regional sales team is very expensive and those costs raise the prices of the instruments.

This brings you to a very clear decision point -- if you need a salesman to visit your office once or twice a year or if you believe these visits imply an extraordinary commitment to you, then you may not be happy with Gamry.

The Gamry sales approach is not aggressive or high pressure and we like it that way -- it results in great relationships with satisfied users. But it does require that you take the initiative by phoning or sending an email to express your interest. The relationship is controlled by you, not a salesman.

When you contact Gamry, you'll talk to David Loveday, Pete Peterson, or Bob Rodgers. They'll be happy to share their 79 years of electrochemical experience with you.

### ***We Listen to You***

We're proud of our products and we're eager to answer your questions about them. We'll make sure we understand your application so we can recommend the best instrument for the job. If you're new to electrochemistry, we'll take the time to explain all the factors that go into selecting the right electrochemical instrument. If you have specific product or applications questions, we'll give you a straight answer.

### ***Try It Before You Buy It***

An electrochemical instrument purchase is a big responsibility and you don't want to make a mistake. For that reason, we're happy to let you spend some time alone with a Gamry electrochemical instrument. If you'd like a demonstration, we'll send a complete system to you. It's easy to use -- simply attach the keyboard and mouse and you're ready to go. Use it for a week with no strings attached.

### ***Gamry May Not Be a Good Fit For You***

A Gamry system may not be the best instrument for your specific application. If that's the case, we'll tell you. Why? Because it's good business. It's very important to us that every Gamry user is satisfied.

Most people in the electrochemistry business are honest and we'd like to say they wouldn't sell the wrong instrument to you, but you should be careful. For example, if you're told that you need to make electrochemical impedance measurements at 32 MHz, ask a trusted colleague if this is reasonable or practical.

### ***Nobody Knows Gamry Like Gamry Knows Gamry***

Some of our competitors may tell you that Gamry products are badly engineered or simply don't work at all! Gamry Potentiostats are too small to be full-featured, they're installed inside a computer so they're noisy, etc. If you choose to believe them, good luck. If those sorts of comments offend you, just ask us for our side of these issues.

And by the way, Gamry conducts business at a high level of professional integrity. Our job is to represent Gamry, not to misrepresent our competitors.

### ***Gamry Users Range from Novice to Expert***

If you've checked out the Gamry website and our product literature or talked to us at exhibitions, you know that Gamry really knows electrochemistry. This expertise is the basis for our support for novice users. Over half of our new users are new to electrochemistry. Gamry's products are especially well-suited for newcomers because they are very easy to use and very reliable. Did we mention our two-year Potentiostat guarantee?

### ***Academic Researchers***

Gamry treats academic users of electrochemistry in a special way. Funding is notoriously difficult to obtain and a great deal of time is spent in proposal preparation. To make the funding battle easier, all US academic researchers receive a 10% discount on all Gamry products.

### ***What About the Price?***

There aren't many certainties in this short life, but there is at least one – Gamry products are the best value in electrochemical instrumentation on the planet. What is value? It's the ratio of quality to price and Gamry's is very high. Look at Gamry's performance, versatility, reliability, and support. Then look at our price. Then compare it to any other supplier of electrochemical instrumentation.

### ***And the Winner Is...You***

Regardless of the electrochemical instrument you purchase, we hope you're happy with your choice and find many applications for this exciting technology. Gamry has a very active program for the development of new electrochemical instruments and we look forward to talking to you in the future.

