

## Press release

### Qualification of international LUM sales experts secures further growth of LUM GmbH

Berlin, 17 January 2019: The 20th International Sales Meeting will be hosted by LUM GmbH in Berlin-Adlershof from 23-25 January. The technical and cultural exchange of the sales experts from LUM companies from Asia, Europe and North America with the world-wide partners forms the basis of further growth of LUM GmbH over the next years.

“Last year we could increase the turnover by 6.8 %, compared to 2017, despite more challenging international economic conditions, including the Brexit. The positive trend for LUM continues. In 2019 we will carry on with the hard work to consolidate the success and to grow further. We are optimistic despite an alternating forecast for international economic developments. Export plays an important role for LUM. We need to copy the formula for success of our young subsidiaries in China & Japan and of our established subsidiary in the US to the exclusive distribution partners in many countries in all parts of the world. Our distributors and our own sales force are regularly intensively qualified to benefit from the positive effects of globalization, to support local business units of multinational enterprises and to assist world-wide research networks quickly and competently“, explains Prof. Dr. Lerche, Managing Director of LUM GmbH.

All participants will face a firm training for direct and accelerated stability analysis and particle characterization of emulsions and suspensions from different application areas. LUM added new accessories to its scope of supply, therefore new filtration applications are easily accessible in 2019.

The presentation of the new product LUMiFlector® – determination of parameters in milk and dairy products- opens new horizons and enters the process instrumentation market for LUM. LUMiFlector is available as lab and inline system, which operates without direct contact to the product. Chemicals are not required. Further application fields for LUMiFlector include pharmaceutical products, medical nutrition and biotechnology. “For our Adhesion Analyser LUMiFrac® significant international market potential is identified in the field of materials testing“, confirms Prof. Lerche. LUMiFrac measurement technology has been accredited by DAkkS recently. The norm DIN EN 13144 for quantitative measurement of adhesive strength now includes also the LUM measuring technology. Both subjects will be part of the training programme in January. The foreign participants are eagerly awaiting the traditional prize “Best Distributor 2018“. Who will follow the previous awardees 2017 Comercial Química Jover, Spain, and Particle Solutions, Benelux?

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On the enclosed picture from left:

J. Jover (Best Distributor 2017, Spain), B. Schade (Best Distributor 2017, The Netherlands), Prof. Dr. Lerche (Managing Director LUM GmbH), F. Bernal (Best Distributor 2017, Spain)