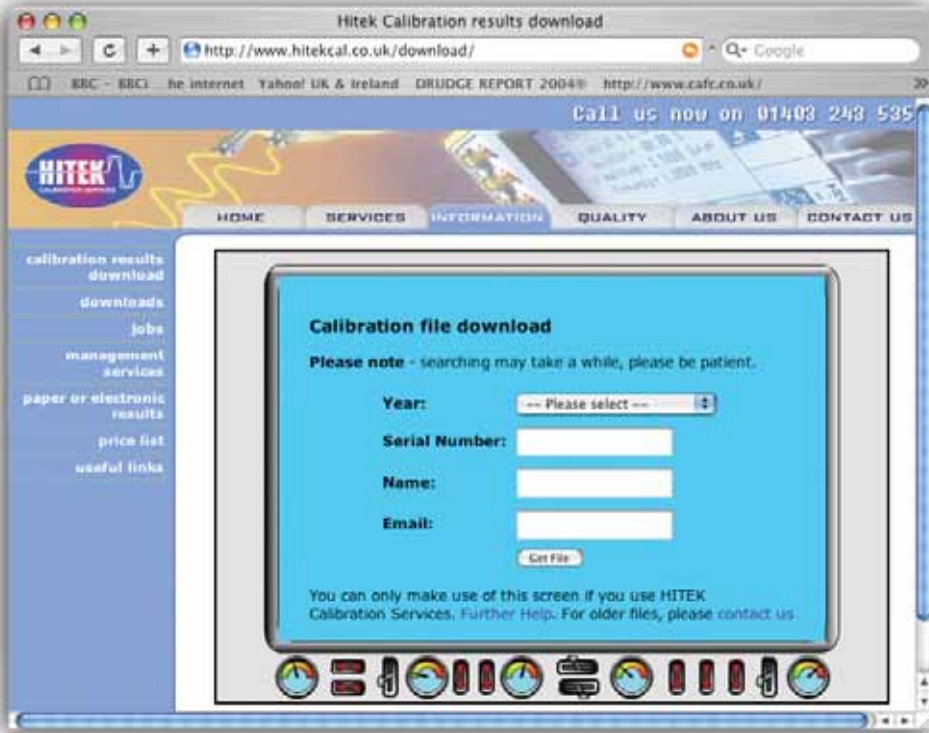




# NEWS

SUMMER 2004 ISSUE  
WWW.HITEK.CO.UK

## Online calibration certificates are a result



Newly introduced by HITEK Calibration, the online PDF calibration results service enables HITEK customers to download their latest calibration results and certificate from the company's website in PDF format. Therefore needing no expertise or other programs to view your calibration data.

According to HITEK principle, Martin Kulin, "the online service represents true innovation. Modern business expects to be able to access resources using the Internet. By making calibration certificates and calibration results available to our

customers, we're tapping into the zeitgeist".

The new service covers all Class 1 or traceable to UKAS standards calibrations undertaken by HITEK Calibration. The site is fully operational as of April 2004, and will be upgraded to provide the service for all UKAS calibrations by end 2005.

To use the tool, visit: [www.hitekcal.co.uk/download/](http://www.hitekcal.co.uk/download/) and follow the on-screen directions. You'll need your e-mail address and instrument serial number handy.

### Clued-in Kulin



An old mate of mine, an accountant by profession, told me that one of his clients put it to him that he should cut his audit prices. "Fine" said my mate, "what aspect of your audit would you like me to skimp on?"

It's a familiar scenario, and one which the Internet has done much to propagate – people just don't want to pay the price on the ticket these days. And why should they? A look in the window of practically every shop in the High Street underlines that there's a deal to be had for almost anything you want to buy.

Eventually, of-course, we reach the point of no return and businesses which have cut their prices in order to build market share end up competing in a dutch auction. All too quickly they become ex-businesses. Which is a shame, because I'm sure we could all name a few favourites that are no longer around.

At HITEK we've long recognised that innovation is one way of keeping customers loyal and happy with the value they receive, rather than looking at the prices they pay. But innovation requires investment and that means operating a business model which is profitable enough to provide funds for R&D.

Like the man said, price cutting is easy enough, it's a question of what aspects of service you – the customer – are happy to live without.

## HITEK gains extension to UKAS accreditation for temperature

Hitek Calibration is pleased to announce the extension of its UKAS accreditation to include temperature calibration from -20°C to +200°C (for non-UKAS work we can even go as high as +650°C).

Special discounts are available for customers with large quantities of probes which require calibration. UKAS certification starts from £33.00 per point, with a minimum of 3 points required.

Non-UKAS work starts at a bargain £11.00 per calibration point, with a minimum of 3 points which we can select if you would prefer.



# Tell us what you think... and win a Digitron Thermo Hygro meter!

To enter for your chance to win, simply go online to the address below and answer the questions. Since a prize draw should contain an element of skill, we'd also like you to estimate the outside temperature at our location in Horsham, on mid-day, Friday the 18th June. The closing date for entries is

5.00pm on Thursday 17th June, and the winner will be the first correct entry (+/- 1°C) out of the hat. The prizewinner will be informed by e-mail (or fax) on Monday 21st June. Competitors

who don't have

access to the Internet should call

Nikki on 01403 243535 extn 51 and ask for a faxback entry.



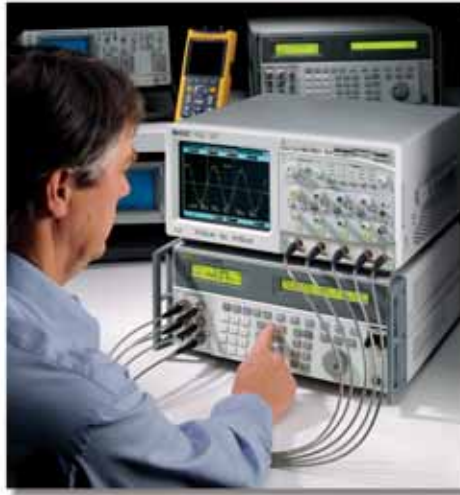
## HITEK are on the move

We're pleased to announce that, as of the 1st June, we'll be operating from new premises in Horsham just a short jaunt from the offices which have served us so well for the last 5 years. Our new location will boast an increase in our lab facilities to help us continually improve our service delivery. To see how you rate our services, look at the results of our customer survey published elsewhere on the newsletter. Our new address is:

**Unit 13, Jubilee Industrial Estate, Foundry Lane, Horsham, West Sussex, RH13 5UE**

All other details remain unchanged.

## Express Calibration



Need your instruments calibrated in a hurry? Hitek have a range of service levels available to help meet your needs – we can even hire you instruments to ensure that your business keeps running while your instrument calibrations are being brought up to date.\*

### WHILE U WAIT:

This service is available to all providing there are the resources in the laboratory on the day.

### 24 HOUR SERVICE:

This service relies on your company delivering and collecting the instrument from our Horsham head office.

### 72 HOUR SERVICE:

Alternatively you may not have such an urgent need and a 3 working day turnaround time will be satisfactory.

### RENTAL SOLUTIONS:

We hold an ever-growing selection of rental stock to try to assist you in this area.

For more information visit [www.hitekcal.co.uk](http://www.hitekcal.co.uk)

\* Subject to surcharges



## How do you think we do?

### HITEK Customer Survey Results Published

Those of you have faithfully filled in our questionnaires and wondered what we ever do with the data, might be interested to see the results of the surveys received so far this year.

The objective for running this ongoing survey is to make sure that we're doing our job properly and meeting your needs. At the same time, it does tend to flag up any mistakes we've made, and ideas we should be introducing to make your life easier.

We posed four questions and asked you rate us on a scale of 1 to 10, where 10 would be best (and 1 would be just the opposite!). The questions and your ratings are listed below:

We asked...	Rating
Were you generally satisfied with the service you received?	9.27
How satisfied were you with the booking process?	9.15
Were the staff found to be courteous and helpful?	9.56
Was the work completed in the set timescale?	9.65

### Book your annual calibrations now and fix prices for 12 months!

On the basis of the results, it looks like we're hitting the sweet spot. Nonetheless, we've noticed that overall, our booking system doesn't satisfy you in the way we'd like, so from June of this year we are going to fix prices for any company which books annual calibrations 12 months in advance.

All you need to do is issue an official order within 4 weeks of your instrument calibration visit to take advantage of the offer.

Call Nikki on 01403 243535

## HITEK are on the move – number 2

Back in 1989, HITEK was the first company of its kind in the UK to offer an on-site/mobile calibration service. We continue to lead the field in this area. Our highly competitive service ensures the lowest possible downtime, low administration and all at **NO EXTRA CHARGE\***.

Just let us have your inventory listing and within 12 hours we will let you have a proposal as well as suggestions for available dates.

95% of all customers re-book the service again year after year! The service is either carried out on-site within your premises or from our mobile laboratory. Either way, we guarantee minimum disruption to your operation. Within 48 hours of our engineering team returning to base your Calibration Certificates and test results will be available to you online - as simple as that!

For more information visit [www.hitekcal.co.uk](http://www.hitekcal.co.uk)

\*Subject to minimum order value

