

DEALER MANAGEMENT LETTER
DML: 02-11NA

January 14, 2011

Subject: Release of New Thermo Scientific Orion 2230 Silica Analyzer



Dear Valued Thermo Scientific Representative,

Thermo Fisher Scientific is pleased to introduce the new **Orion 2230 Silica** analyzer, our new analyzer optimized for any application that requires early detection of low-level and high-level silica along with everything in between. The new Orion 2230 Silica analyzer has been designed to be easy-to-use and cost effective to operate in a wide variety of applications. In industries such as power, semiconductor, chemical and pharmaceutical, the Orion 2230 Silica analyzer is the perfect choice. Along with being an economical and simple to use silica analyzer the Orion 2230 was also produced with the end user in mind and includes some of the best features and benefits on the market today making this an easy choice for silica monitoring.

Benefits of the Thermo Scientific Orion 2230 Silica Analyzer:

- **Low reagent consumption through an optimized fluidics box:** The Orion 2230 Silica analyzer is designed for low reagent consumption and has the lowest requirement of any analyzer on the market today.
- **Wide range of detection (0 – 5000ppb):** Thanks to its detection range the Orion 2230 Silica analyzer is capable of handling a wide range of applications. Anything from high level incoming water to trace detection on mixed resin beds.
- **Reduced maintenance though easy and intuitive kits:** The Orion 2230 Silica analyzer is also designed for easy maintenance through simple and intuitive maintenance kits giving it a low cost of ownership and high system reliability.
- **Smallest complete system footprint:** With a size of 27 inches x 15 inches x 6 inches (including reagents) no other Silica analyzer can compete when it comes to size and easy of integration.
- **Easy and intuitive menu system:** No more guessing when it comes to what menu you're in or what function you're trying to get to. Thanks to a plain English interface and intuitive menu structure the Orion 2230 Silica analyzer is as easy as it gets.
- **Large easy to read display:** The Orion 2230 Silica analyzer has a bright backlit display with a high contrast UI and process values for viewing at any angle and a distance.
- **Single button operation:** The Orion 2230 Silica analyzer comes ready to run right out of the box. It's as easy as pressing *one* button.



Availability

The Orion 2230 Silica product line is available to order as of January 14, 2011.

Analyzer:

Part Number	Description
223000	Orion 2230 Process Silica Analyzer

Accessories:

Part Number	Description
2230MK	Maintenance Kit for 2230 Silica
2230PA	3ea Pump Head Tubing Covers
2230PS	Power Supply Assy
2230FS	Power Fuses
2230PI	Air Purge Fittings
2230BC	Empty Grab/Validate Bottle
2230SF	Fittings, Sample In, Sample Out & Drain
2230RC	Reagent Bottle Cap - includes fittings
2230SC	Cal Bottle Cap - includes fittings
2230SAC	Sample Chamber
2230TK	Main Tubing Kit

Solutions:

Part Number	Description
2230RE	Reagent Kit, 1 month, 1 Liter, 3 boxes
223020	200 ppb Calibration Std, 0.5 L, 1 month
223002	20 ppb Calibration Std, 0.5L, 1 month
223010	100 ppb Calibration Std, 0.5L, 1 month
223030	1000 ppb Calibration Std, 0.5L, 1 month

Please contact your local technical sales representative or technical support at (978) 232-6000 if you require product assistance.

Webinar:

To give a much more thorough overview of all the features and benefits on the new Orion 2230 Silica Analyzer we will be providing webinars to all our sales partners. The webinar will consist of a short PowerPoint presentation followed by a question and answer period. Please plan on at least an hour to get the full benefit of the webinar. There will be two webinars to choose from to help fit your schedule. Please note that you do not have to attend both unless you would like too. Each webinar will be complete and independent of the other.

Webinar Dates:

Friday, January 28th 2011 @ 11:00AM EST

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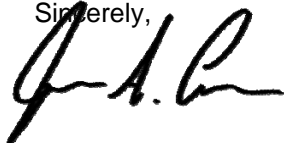
Monday, January 31st 2011 @ 4:00PM EST

Conclusion:

Thermo Scientific has been an industry leader for over five decades in the power industry and continues to lead through innovation and dedication to providing reliable and high quality instrumentation. We are very excited about the Orion 2230 Silica Analyzer and hope you will also share in our excitement by bringing it to your customers.

If you should have any questions please feel free to contact Jim Cairns @ james.cairns@thermoscientific.com or by phone at (781) 232-6145.

Sincerely,



James A. Cairns
Product Line Manager
Orion Products
Water Analysis Instruments

