



Redefining Electrochemical Measurement

The Gamry Sales Difference

If you are buying an electrochemical instrument in the near future, we hope you consider Gamry Instruments. Gamry employs a skilled staff of electrochemists, electrical engineers, software engineers, and production engineers to specify, design, and manufacture our products. We believe our potentiostats and software will do an excellent job on virtually every electrochemical application.

Electrochemical instrumentation is manufactured by a number of companies. When you contact these companies to gather information about their products, you will find that your popularity will soar! You may be bombarded with information and attention. Some of that attention may be directed aggressively toward securing your commitment for an order.

In the United States, Gamry does things a little differently than other suppliers. We'd like you to know exactly what to expect when you're buying an electrochemical instrument and you contact Gamry.

You Control Our Relationship

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

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

This brings you to a very clear decision point -- if you need a company person to visit your office once or twice a year or if you believe that such a visit indicates an extraordinary commitment to you, then you probably should not pursue a relationship with Gamry.

The Gamry sales approach is not aggressive or high pressure and we like it that way -- it results in very satisfied users with whom we have a great relationship. But it does require that you have to take the initiative by picking up the phone or sending us an email to let us know you're interested. It's a relationship that you control, not a salesman.

When you contact Gamry, you'll talk to David Loveday, Pete Peterson, Bob Rodgers, or Rob Sides. They'll be happy to share their 93 years of electrochemical experience with you. Go to http://www.gamry.com/Support/Gamry_People.htm for some background information on these gentlemen.

We Listen to You

We're proud of our products and we're eager to answer your questions about them as you make your way to a purchasing decision. We'll make sure we understand your application so we can recommend an instrument that will do 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 (potentiostat and computer) to you. It's easy to use -- simply connect the cables and you're ready to go. Use it for a week with no strings attached.

Gamry May Not Be a Good Fit For You

There may be a reason why a Gamry system is not the best instrument for your 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 because we depend upon word-of-mouth advertising.

Nobody Knows Gamry Like Gamry Knows Gamry

We've noticed over the years that our competitors like to carefully drop negative comments about Gamry. Our Potentiostats are too small to be full-featured, they're installed inside a computer so they're noisy, etc. If those sorts of comments offend you, just ask us to for our side of these, or any other, issues.

Gamry Users Range from Novice to Expert

If you check out the Gamry website and our product literature and talk to us at exhibitions, you quickly come to understand that Gamry really knows electrochemistry. If you're new to electrochemistry, you may think that Gamry products are most popular with the electrochemistry elite. Nothing could be further from the truth. Gamry users cover a vast range of expertise and over half of our new users are new to electrochemistry. The electrochemists at Gamry can take the mystery out of electrochemistry for you. Gamry's products are especially well-suited for newcomers because they are very easy to use and they are very reliable. Did we mention our two-year Potentiostat guarantee?

Academic Researchers

Academic users of electrochemistry are treated in a special way by Gamry. Funding is notoriously difficult to obtain and a great deal of time is spent in proposal preparation. For that reason, 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.

