

**Press Release: TitrIC – comprehensive water analysis with hyphenated IC and titration system**

Date: 5<sup>th</sup> November 2010]

**Metrohm presents TitrIC, an all-in-one system for efficient monitoring of standard parameters and contaminants in drinking water. TitrIC combines titration, ion chromatography and direct measurement in a single analytical unit. TitrIC has been developed with a focus on water analysis but can likewise be adapted to suit the needs in food, pharmaceutical and plating analysis. More details and application examples can be found in a [technical poster](#).**



All ionic components are determined quickly, reliably and reproducibly. Results are presented as a single report or stored in the integral database. TitrIC is the total solution for automatic completion of larger sample series. Up to 100 samples can be determined without any manual intervention. The high degree of automation reduces costs and increases the precision of the measurements. Calibration of the system also takes place automatically.

Particular attention has been given to keeping space requirements to a minimum. Synergies between titration, direct measurement and ion chromatography from Metrohm are also evident: all methods use the same liquid handling units and share a single sample changer. This helps users to save both costs and bench space – a rapid return on investment is guaranteed.

Extremely flexible TitrIC software is included in the scope of standard equipment; this allows any titrations or direct measurements to be carried out as required. Great attention has also been given to flexibility in the ion chromatography field: in principle, any type of anion or cation determination can be carried out by TitrIC – which is why TitrIC is not only the system of choice for water analysis, but is also ideal for applications in food, electroplating or pharmaceutical industries.

For more information on this press release please contact the Marketing Department at Metrohm UK Ltd.

**Helen Davey - Marketing Manager**

**Metrohm UK Ltd**

**Direct Tel: 01928 532 386. Gen Tel. 01928 579600**

**Fax: 01928 532371**

**Mobile: 07773 023 766**

**Note to Editors:**

Metrohm UK Ltd is the UK distributor of Metrohm AG, the leading manufacturer of Ion Analysis Instruments.

**Metrohm** is synonymous with potentiometric titration, Karl Fischer titration, ion chromatography and voltammetry solving your analytical chemistry problems with quality instrumentation and support services in the technologies of POTENTIOMETRIC TITRATION, KARL FISCHER TITRATION (moisture analysis), ION CHROMATOGRAPHY, VOLTAMMETRY (trace analysis), On-line & AT line analysis and VISCOMETRY.

Set up in 1995, Metrohm UK serves the key markets of the UK including the chemical, petrochemical and pharmaceutical industries, as well as the automotive and food sectors.