

## WATT company profile

Dear Sirs / Madams,

We are pleased to introduce briefly as below:

### Company

Name: **WATT laboratory solutions srl**  
Address: Blvd. Chitu, no. 33, RO 200349, Craiova, Romania  
Phone: +40 251 417 664/665, +40 351 427 664/665  
Fax: +40 251 598 508  
Emails: support@watt.ro / marketing@watt.ro

Sales Offices:

#### Bucharest

mobile: **+40 742 072 255**  
email: [bucuresti@watt.ro](mailto:bucuresti@watt.ro)

#### Craiova

mobile: **+40 744 673 302**  
email: [craiova@watt.ro](mailto:craiova@watt.ro)

#### Cluj

mobile: **+40 731 343 550**  
email: [cluj@watt.ro](mailto:cluj@watt.ro)

#### Iasi

mobile: **+40 729 005 406**  
email: [iasi@watt.ro](mailto:iasi@watt.ro)

#### Timisoara

mobile: **+40 0731 343 548**  
email: [timisoara@watt.ro](mailto:timisoara@watt.ro)



Web sites:

[www.watt.ro](http://www.watt.ro) - Life science

[www.analitic.watt.ro](http://www.analitic.watt.ro) – Analytical Chemistry

### About WATT

WATT Distributor is a Romanian private owned company specialized in the configuration, import and installation of laboratory instruments and equipment for measurement and control. It is based in Craiova, one of the powerful research, educational and industrial hubs in the country.

- **1998** The foundation of the company commences with the distribution of instruments and consumables for chemical laboratories on the local market of the Craiova municipal.
- **2000** Increases the sales team and focuses on the regional market of Oltenia for distribution of instruments and consumables for laboratories.
- **2003** Establishes first external contacts and expands its distribution chain to the whole country.
- **2005** Signs exclusivity contracts with external suppliers, provides training for its specialists at the manufacturing factories world-wide on numerous ranges of equipment: spectrometers, fermentors, incubators, spectrophotometers, centrifuges, , etc.
- **2006** Develops an important division specialized in molecular biology, cellular technology equipments.
- **2007** Participation in national and international fairs and seminars
- **2008** Organizes workshops in Bucharest, Craiova, Cluj-Napoca, Arad, Timisoara.
- **2009** Participation in seminars and national congresses.
- **2010** Develops an important division specializes in nano technologies and complete cryopreservation systems.
- **2011** Signing exclusivity contracts with external suppliers, provides training for its specialists, at the manufacturing plants in Europe and the U.S., for a wide range of equipment: complete systems cryopreservation, zeta potential determination equipment, liquid nitrogen production plants, monitoring and alarm systems etc..
- **2012** Organizes workshops in Bucharest, Craiova, Timisoara.



Currently increasing the turnover, the client portfolio and the quality of the distributorship services, being present at international exhibitions, symposiums and national seminars.

## WATT TEAM

The **WATT** team is formed out of specialists with lab and production experience, which have the necessary skills for the installation, training, maintenance and service in the operation of delivered equipment.

We are totally 14 persons among which: 2 from management, 4 from sales, 5 from technical/sales, 1 from service, 1 from administration, 1 from logistic department.

## Our customers:

Universities and training centers	Research institutes	Inspection state agencies	
<ul style="list-style-type: none"> <li>- USAMV CLUJ</li> <li>- UMF CLUJ-NAPOCA</li> <li>- UNIV.BABES BOLYAI CLUJ</li> <li>- USAMV BUCURESTI</li> <li>- UNIVERSITATEA BUCURESTI</li> <li>- POLITEHNICA BUCURESTI</li> <li>- UMF C. DAVILA BUCURESTI</li> <li>- POLITEHNICA TIMISOARA</li> <li>- USAMV TIMISOARA</li> <li>- UMF TIMISOARA</li> <li>- USAMV IASI</li> <li>- UMF IASI</li> <li>- UNIV. A.I. CUZA IASI</li> <li>- UNIV. VALAHIA TARGOVISTE</li> <li>- UNIVERSITATEA CRAIOVA</li> <li>- UMF CRAIOVA</li> <li>- USAMV CRAIOVA</li> <li>- UNIV. L. BLAGA SIBIU</li> <li>- UNIV.DUNAREA DE JOS GALATI</li> <li>- UNIV.TEHNICA IASI</li> <li>- UNIV.TRANSILVANIA BRASOV, etc</li> </ul>	<ul style="list-style-type: none"> <li>- INSTITUTUL DE BIOLOGIE AL ACADEMIEI ROMANE</li> <li>- INSTITUTUL DE BIOCHIMIE AL ACADEMIEI ROMANE</li> <li>- IBPC NICOLAE SIMIONESCU</li> <li>- INCD HH Bucuresti</li> <li>- ICSI Ramnicu Valcea</li> <li>- INCD IMNR Bucuresti,</li> <li>- ICB CLUJ</li> <li>- INCDFM BUCURESTI</li> <li>- ICMET CRAIOVA</li> <li>- INRFMFB BUCURESTI</li> <li>- INCDF IASI</li> <li>- INCDFIN BUCURESTI</li> <li>- INML M.MINOVICI</li> <li>- INCDP VALCEA</li> <li>- INCDMTM BUCURESTI</li> <li>- ICB IASI</li> <li>- INCDM CANTACUZINO</li> <li>- INCAS SIMERIA</li> <li>- ECOIND Bucuresti</li> <li>- INCA FUNDULEA</li> <li>- INST. ONCOLOGIC IASI</li> <li>- INST.ONCOLOGIC CLUJ, etc</li> </ul>	<ul style="list-style-type: none"> <li>- DSVSA BUCURESTI</li> <li>- ANPM BUCURESTI</li> <li>- IDSA BUCURESTI</li> <li>- ANSVSA – MAKIS</li> <li>- DSVSA DOLJ</li> <li>- DSVSA CLUJ</li> <li>- DSVSA TIMIS</li> <li>- DSVSA MEHEDINTI</li> <li>- DSVSA HUNEDOARA</li> <li>- DSVSA IASI</li> <li>- DSVSA BRAILA</li> <li>- DSVSA IALOMITA</li> <li>- DSVSA ARAD</li> <li>- DSVSA GORJ</li> <li>- DSVSA SALAJ</li> <li>- DSVSA PRAHOVA</li> <li>- DSVSA ILFOV</li> <li>- DSVSA GALATI</li> <li>- DSVSA DAMBOVITA</li> <li>- DSVSA ALBA</li> <li>- ICTSMS BRASOV</li> <li>- ICTSMS DOLJ, etc</li> </ul>	<ul style="list-style-type: none"> <li>- ICTSMS MEHEDINTI</li> <li>- ISP TIMISOARA</li> <li>- DSP IASI</li> <li>- DSP MEHEDINTI</li> <li>- DSP BRASOV</li> <li>- DSP BIHOR</li> <li>- DSP GALATI</li> <li>- DSP BOTOSANI</li> <li>- DSP DOLJ</li> <li>- DSP OLT, etc-</li> <li>- DADR BRAILA</li> <li>- OARZ SUCEAVA</li> <li>- OARZ GORJ</li> <li>- OARZ SALAJ</li> <li>- DADR BRAILA</li> <li>- DADR DOLJ</li> <li>- APM MARAMURES</li> <li>- AQUATIM</li> <li>- APELE ROMANE PITESTI</li> <li>- DIRECTIA APELOR JIU</li> <li>- INML BUCURESTI, etc</li> </ul>
Refineries, Chemical plants, Heavy industry	Food Beverage Industry		Electrical power plants
<ul style="list-style-type: none"> <li>- OMV PETROM SI FILIALE</li> <li>- ARPECHIM</li> <li>- ROMPETROL</li> <li>- LUKOIL</li> <li>- PETROBRAZI,</li> <li>- ARCELOR MITALL GALATI</li> <li>- ALRO SA SLATINA</li> <li>- ALPROM SA SLATINA</li> <li>- CHIMSERV BUCURESTI</li> <li>- OLTCHIM SA RM. VALCEA</li> <li>- CHIMCOMPLEX SA BORZESTI</li> <li>- UZINELE SODICE GOVORA SA</li> <li>- ARTRON SA SLATINA</li> <li>- FORD ROMANIA CRAIOVA</li> <li>- ROMPHARM BUCURESTI</li> <li>- TERAPIA RANBAXY CLUJ</li> <li>- CRIDA PHARM BUCURESTI, etc</li> </ul>	<ul style="list-style-type: none"> <li>- DR. OETKER ROMANIA</li> <li>- FUCHS Condimente</li> <li>- HAME Romania</li> <li>- OLPO</li> <li>- ORKLA ROMANIA</li> <li>- ELIT</li> <li>- DIANA</li> <li>- BONA AVIS, etc</li> <li>- ASTESSE</li> <li>- DOMENIILE COROANEI</li> <li>- ROBEMA</li> <li>- ALUTA</li> <li>- CARGILL ROMANIA</li> <li>- ARDEALUL COVASNA</li> <li>- SPICUL ETAP</li> <li>- DANONE ROMANIA, etc</li> </ul>	<ul style="list-style-type: none"> <li>- BRAU UNION ROMANIA</li> <li>- MAREX BRAILA</li> <li>- MONTE VERDE</li> <li>- BOROMIR IND SRL</li> <li>- SC LEADER INT'L SA</li> <li>- ASTESE PRODUCTION</li> <li>- VIPROMAX SRL</li> <li>- ROMPAK SRL</li> <li>- DIANA</li> <li>- EXPUR</li> <li>- PANGROUP</li> <li>- MOARA CIBIN</li> <li>- VIE VIN VANJU MARE</li> <li>- HEIDI</li> <li>- ARGOS</li> <li>- CARL REH WINERY etc</li> </ul>	<ul style="list-style-type: none"> <li>- SE Turceni</li> <li>- CET Rovinari</li> <li>- CET Bucuresti</li> <li>- CET Oradea</li> <li>- SE Constanta</li> <li>- SE Craiova</li> <li>- SE Brasov</li> <li>- SE Mintia</li> <li>- CET Timisoara</li> <li>- CET Braila</li> <li>- HIDROELECTRICA Slatina,</li> <li>- HIDROELECTRICA Targu Jiu</li> <li>- HIDROEL. Portile de Fier</li> <li>- HIDROEL. Piatra Neamt</li> <li>- NUCLEARELECTRICA Mioveni</li> <li>- NUCLEARELECTRICA Severin</li> </ul>

## Our partners:

WATT is an **exclusive distributor** for Romania of :

- **Eppendorf** - Germany - Liquid handling, sample preparation, centrifuges, microarrays, PCR, cell-technology
- **Biochrom/Anthos** - UK - Microplate readers and washers
- **Syngene** - UK - Automat colony counters, inhibition zones measurements
- **Syngene** - UK - Gel doc, chemiluminescence and fluorescence systems
- **New Brunswick- USA** - Fermentors and bioreactors
- **Telstar** - Spain - Ultralow freezers and laboratory refrigerators
- **Turner Biosystems -USA** - Luminometers, multimode readers, fluorometers
- **KNF** - Germany - Laboratory pumps and vacuum systems
- **Linseis** - Germany - Termogravimetric analysis and dilatometers, DSC, TGA, DTA
- **Mitsubishi Analytech – Japan** - Titrators and Elemental Analyzers
- **HORIBA JOBIN YVON –France, etc.** - Fluorescence Spectrometers and Surface chemistry analyzers
- and for other important manufactures as metioned below:

<b>AKRUSS</b> Germany www.kruess.com	
<b>Bandelin</b> Germany www.bandelin.com	
<b>Barnstead</b> USA, UK www.barnstead.com	
<b>BMT</b> Czech Republic www.bmt.cz	
<b>Brabender</b> Germany www.brabender.com	
<b>Buehler</b> Germany www.buehler.de	
<b>Consort</b> Belgium www.consort.be	
<b>Cruma</b> Spain www.cruma.es	
<b>Draeger</b> Germany www.draegersafety.com	
<b>Eppendorf</b> Germany www.eppendorf.com	
<b>Gastec</b> Japan www.gastec.co.jp	
<b>Gerhardt</b> Germany www.gerhardt.de	
<b>GFL</b> Germany www.gfl.de	
<b>Horiba Jobin Yvon</b> France, Japan www.jobinyvon.com	
<b>Hellma</b> Germany www.hellma-werkzeuge.de	
<b>IKA</b> Germany www.ika.de	
<b>Interscience</b> France www.interscience.fr	
<b>Koettermann</b> Germany www.koettermann.de	
<b>Jencens</b> UK www.jencens.co.uk	
<b>Julabo</b> Germany www.julabo.com	


















<b>Koehler</b> USA www.koehlerinstrument.com	
<b>Lovibond</b> Germany www.titometer.com	
<b>Mitsubishi Chemical</b> Japan www.dins.co.jp	
<b>Verder</b> Holland www.verder.com	
<b>Retsch</b> Holland www.retsch.com	
<b>Scavini</b> Italy www.scavini.com	
<b>Sartorius</b> Germany www.sartorius.com	



## Promotional Activities & Marketing:

Through promotional activities, we generate interest to our potential clients. WATT uses a variety of promotional tactics to secure recognition and exposure for our latest and traditional instruments, including:

- Field sales visits
- Participating to national seminars and congresses
- Participating to international fairs,
- Distribution of latest instruments leaflets, catalogues, monthly newsletters to our potential customers, and other marketing activities.

WATT's skilled sales representatives conducting campaigns at universities, research institutes and companies by demo presentations. We also coordinate our online marketing through our updated website providing the latest information about laboratory equipments and accessories.

### WATT Laboratory Catalogue on Romanian market:

General apparatus catalogue



Molecular biology / cell tech catalogue



2007 Bucharest exhibition



### Seminars and trainings:

2009, Selb, Linseis training Dilatometry & Thermogravimetric analysis



2008, Hamburg, Eppendorf training, PCR



2012, Budapest, Taylor Wharton training, bulk and portable cryogenic storage units



2011 – SRGM Timisoara



2010 Cluj Workshop



2012 Craiova - Workshop



WATT's Website: <http://www.watt.ro/en/>

- English/Romanian version
- Wide product ranges
- Customer feedback
- Easy to navigate website and key details



## Directions

With a view to the specialization on categories of instruments, WATT has adopted the principles of modern management, organizing their activity on departments and assigning to each of those departments specialists with the best skills in those fields:

- **WATT life science:** life science instruments ,molecular biology kits, reagents, spare parts and consumables
- **WATT analytical solutions:** analytical instruments for research.
- **WATT laboratory solutions:** instruments and equipments – for analyzing, measurements and validations.
- **WATT service solutions:** maintenance, IQ,OQ, PQ validations, calibration, diagnosis, upgrade and service.

WATT distribution appeals to all types of laboratories, answering to all the new challenges of the worldwide analytical technology market.

The latest global applications from manufacturers are brought to you at the same time with their launch and put into practice by Watt specialists because only ... "together the best solution will be found".

Also, WATT appeals to companies with limited budgets, offering an alternative investment in the latest global applications, namely reliable equipment at budget framed costs. For this, WATT specialists make available alternative analytical methods capable of presenting traceable results.



## Service

We are aware that in such a specialized domain, the WATT success would have not been possible without offering such high standards and services including after-sales activities. That is why we ensure a complete, complementary service package:

- Inspection – technical maintenance -service
- Servicing – calibration – IQ, OQ, PQ validation
- Consultation – training
- Spare parts and consumables
- Waste recycling of used equipment
- Modifying and design the flux in the laboratory
- Availability for finding alternative solutions

**WATT** wishes to become and remain your business partner. We want to ensure to the clients an after-sales service, which we constantly improve, in all directions, through responsive intervention and clear maintenance contracts.



## Training and Maintenance

We are aware that in such a specialized domain, the WATT success would have not been possible without offering high standards and services including after-sales advantages.

That is why we ensure a complete, complementary service package:

- Installation and working set-up of the delivered equipment.
- Staff and operator's training.
- Complete user documentation in Romanian and English

- Delivery of the authentication and approval certificates in accordance with assumed obligations.
- Preventive maintenance in the guarantee period
- Insurance of spare parts, consumable articles, standards and kits for the purchased equipment, during and after the guarantee period up to 10 years.
- Upgrade software/ hardware equipment
- Ensuring the optimal operation of the equipment even after the expiration of the guarantee period, through maintenance and repair services, on the basis of a maintenance and service after-sales agreement.
- Being open to all the clients opinions to be able to find the best solutions
- Operative intervention and specialized service ensured by qualified service engineers authorized by the manufacturing companies.
- Competent and knowledgeable consultation, organizing seminars, training and workshops, which will be useful subsequently handling the delivered equipment
- Maintenance and service activity certified ISO 9001/2000 and ISO 14001/2004

All WATT partners are offered personalized products and services, which are directed towards characteristic problems, on domains and applications specific to the clients.

The majority of the equipment offered has advanced technologies, which permits a diagnosis by computer.

Periodical checks, preventive maintenance and the replacement of the consumable parts in due time, are the foundation of an optimal performance and operational longevity of your equipment –in respect of a good image of manufacturer's brand.





ISO 9001 / 2000 certificate



ISO 14001 / 2004 certificate

General Device	Oil petroleum Equipment	Pharmaceutical	Measurement Equipment
ISO 9001/2000	ASTM	CFR21/11	M
	ISO	GPL	ATEX
Marcaj CE	NFT	SVIAM	TUV
IP Safety	DIN	GMP	UL
EC Certificate	IP	FDA	CSA
IQ/PP/PQ	CEC		CENELEC
	EN		OIML

On requested, the equipment can be tested and certificates from the regional or specialized institution will be issued



We assure you of a close collaboration and involvement into the manufacturer's objectives for Romanian market. For more information, do not hesitate to contact us at [suport@watt.ro](mailto:suport@watt.ro) or [adrian.popescu@watt.ro](mailto:adrian.popescu@watt.ro) / Tel: +40 251 417 664.

Best regards,

Adrian Popescu  
 DEVELOPMENT MANAGER

WATT -laboratory solutions- ROMANIA

