

FOR IMMEDIATE RELEASE

Waltron Announces New Head of EMEA Operations

Whitehouse, New Jersey, USA – February 28, 2015

Renowned water quality instrument manufacturer Waltron announced today that it has recently engaged Yann Bouvier to spearhead its growth in the Europe-Middle-East-Africa region. In his new position as Head of EMEA Operations, Mr Bouvier will have responsibility for sales and service for all customers and resellers in the territory. He will also serve as the company's liaison to its key supplier-partners in Germany, Italy, Netherlands, and the United Kingdom.

Mr Bouvier has over twenty years of experience in the water chemistry sector, including a key role as the founder and Managing Director of Swan Analytical Instruments in France from 1996 to 2012. Waltron's President and CEO, Jon Guy, remarked, "I am honored and excited to have Yann join our growing Waltron team. His extensive background in the industry gives our plans for European expansion an immediate burst of energy."

The company's strategic plan includes major investments in technology, both in terms of new product capabilities and enhancements to customer support. Currently the company has a service and support center near Venlo, Netherlands, and plans to open a subsidiary office in Denmark by the end of 2015.

About Waltron

Waltron Bull and Roberts, LLC, offers a wide range of industrial application instrumentation and supporting chemicals for clean water chemistry management. Founded in 1903 as a laboratory testing boiler water for ocean-going vessels, Waltron is one of the world's oldest, most experienced companies in the industry. The company now integrates a variety of technologies into a comprehensive line of electronic analyzers, supplying some of the biggest names in power generation, oil and gas, pharmaceutical, and other industries. A full range of our products can be found at www.waltron.net.

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