



**GEBRÜDER HEYL**  
Analysentechnik GmbH & Co. KG  
Water is our Element

**60 YEARS IN EXISTENCE**

**GEBRÜDER HEYL ANALYSENTECHNIK**

**HILDESHEIM**

**1958-2018**



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Hardness monitoring of a water cycle with several Testomat 2000® devices

## FOREWORD

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Gebrüder Heyl has now reached its 60th year in business. The majority of companies worldwide don't make it this far. There are too many uncertainties to overcome along the way. Technologies and markets are subject to continuous change. Innovations, such as the internet and its resulting developments, have made this abundantly clear in recent decades. Keeping up with this change and always making the right decisions poses tremendous challenges to the workforce and management of a company.

Over the years Gebrüder Heyl has also navigated some rocky terrain. At one juncture or another decisions had to be made that inevitably determined the future and the further development of the company. This began right back in the early years of the company, when the decision had to be made between pharmaceuticals and water analysis. But still, mistakes or changing conditions, which were either noticed too late or ignored, meanwhile plunged the company into difficult times. Now Gebrüder Heyl stands firmly on solid ground. For this we thank our customers, our employees and our shareholders.

Through their tireless efforts, commitment and personal sacrifice, our employees have supported the company in its most difficult moments and have contributed hugely to the success we enjoy today.

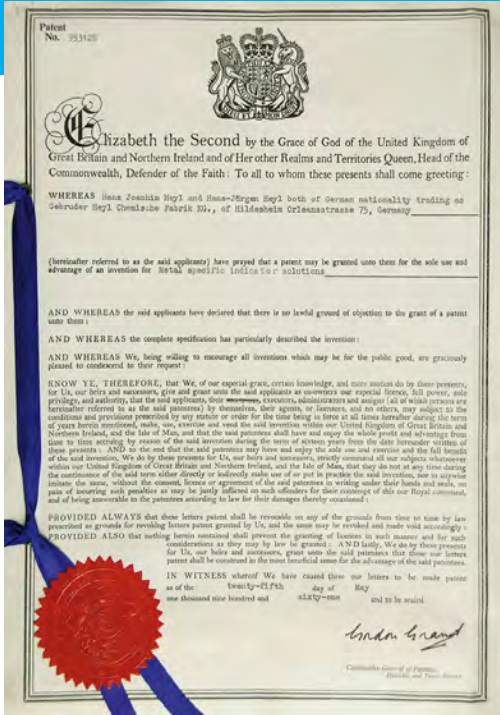
Particular thanks goes to our customers, who have remained loyal to us and to our products over the decades, even in difficult times.

Last but not least are our shareholders, who reinforced their personal and financial dedication during the crisis.

I would also like to mention all of our suppliers and other business partners, and convey my thanks for having played a significant role in the success of the company.

And now it is my great pleasure to celebrate this 60-year anniversary with you all.

Jörg-Tilman Heyl  
Managing Partner



# AN ENTREPRENEURIAL FAMILY FOR 300 YEARS

Thanks to an ingenious idea, Gebrüder Heyl developed its original pharmaceutical company into a specialist supplier of water hardness testers



The story of the “Heyl” entrepreneurial family began in Germany over 300 years ago. At the beginning they were in the shipping and trade business. A century later, through its trade of precious wares such as pheasants from Bohemia or champagne from Reims, the family received a new house on Berlin’s Charlottenstraße, as well as the title of nobility “allerhöchster Cabinets-Ordre” [Highest Order of the Cabinet] courtesy of Prussian King Frederick the Great.

Each new generation brought new corporate changes. Thus in the 18th

century the family entered the paint and chemicals business under the management of Georg Friedrich Heyl (1841-1889) and Richard Friedrich Heyl (1830-1898).

They built their new factory in Charlottenburg on the Spree and soon employed 500 personnel.

In 1926 Dr. Werner Heyl, grandson of Richard Friedrich Heyl, established the “Heyl Chemisch-pharmazeutische Fabrik, Berlin”. As is the case in other companies, several family members of Heyl family were co-owners.



# 2 HEADS, ONE IDEA



On 4 February 1958, cousins Hans-Jürgen and Hans-Joachim Heyl resigned as shareholders in the chemical-pharmaceutical factory Heyl & Co. in Berlin with retroactive effect from 31 December 1957. Differing views on company developments led to the founding of their own company, which they named Gebrüder Heyl Analysentechnik. Essentially the successful entrepreneurship began with a departure.

Both entrepreneurs now had a plot, premises and some employees in Hildesheim, inherited from their departure from Heyl company in Berlin. But there was still no clear concept of a product range.





Hans-Jürgen Heyl



Hans-Joachim Heyl

What should they manufacture?  
Where was the gap in the market?  
What skills did they have?

***“It was a jump into the deep end.”*** – Hans-Jürgen Heyl.

The first solution was pharmaceutical manufacturing for the African continent, including penicillin products. Heyl also produced a “reagent for determining water hardness” in tablet form - Durognost®.

A chance discovery was ultimately the basis for a completely new and successful business focus: an indicator left forgotten on a laboratory shelf was still working after 6

months. Whereas according to universal knowledge at that time, the indicator should in fact have self-destructed after a few days. The individual components were analysed, resulting in the development of an indicator that lasts up to two years.

A milestone in the Hildesheim Heyl history: in the 1960s it developed the first Testomat® devices in collaboration with the Hildesheim-based company Otto Otto. These automatically monitored water hardness by way of an indicator and are still used today, predominantly in industrial water purification.

# NEW MILLENNIUM, NEW HORIZONS

Jörg-Tilman Heyl takes over the company and restructures it. Subsequent market orientation brings success.



DosiClip dosing pumps before installation



Testomat-2000® devices in the test chamber

At the start of 2001 Jörg-Tilman Heyl, a nephew of company founder Hans-Jürgen Heyl, took over Gebrüder Heyl Analysentechnik. Today's success however didn't just appear out of thin air. Shortly before its takeover the company was on the brink of insolvency due to costly new acquisitions that did not have the desired economic impact.

However by fostering the traditional strengths of Gebrüder Heyl, Jörg-Tilman Heyl was able to steer the company back onto the road to success. To date it focusses on continuous development within an international network, as well as consistent application of modern marketing and sales strategies.

The Testomat 2000® was launched at the turn of the millennium. It is an enhancement of the old Testomat device, which Heyl marketed successfully for over 40 years. Over the following years it was developed to satisfy market demands and grew into a whole family of measurement devices.

As reliability and longevity are key priorities for both the company and its products, Heyl develops and manufactures all of its products in-house, to make absolutely sure that high quality standards can be constantly upheld.

# INDIVIDUALITY AND INNOVATION

Diversification is the new magic word. The product range of Gebrüder Heyl Analysentechnik is more diverse than ever.

In times of constant change and in order to meet the increasingly stringent industrial regulations, innovation and enhancement are essential.

Industry demands could no longer be covered by water hardness measurement alone. Over the years the company developed intelligent analysis equipment, controllers and measurement devices that help customers reduce costs, use water economically, and operate systems as prescribed.

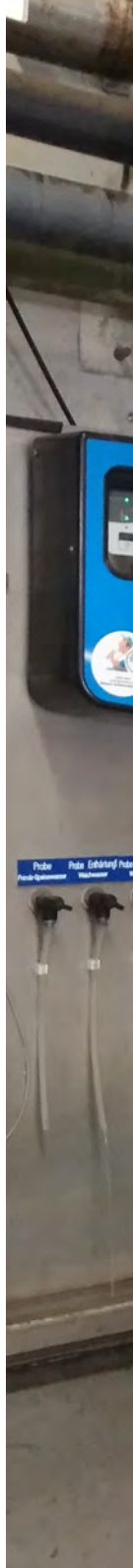
Today the product range includes various water analysis devices, controllers for water purification systems, as well as process gauges for measuring conductivity and pH value.

Many similar instruments have been developed from the classic hardness measurement device, which measure parameters e.g. iron, chlorine, polymer, sulphite and phosphate in the water sample.

These various options mean we can also respond to individual customer requirements. When it comes to technical advances, order development for customers is now part of our standard operations.

The Testomat BOB® was also relaunched. From it emerged the Testomat® 808, a low-cost limit gauge with modern electronics, error display and indicator fill level display, as well as alarm processing.

Our reliable measuring and control devices are used both individually and combined in food and processing technology, industrial manufacturing, pharmaceuticals and chemicals industry, as well as hygiene and dialysis.





Review of a Testomat® 808 device during a customer trial

# OUR PRODUCTS OVER THE YEARS



Testomat® C62



Testomat® FG

1958

1979

**1958** Durognost® test kit for determining water hardness  
This is followed by patent applications in many countries and worldwide sales agreements for the product.

**1960** Patent on a storable liquid indicator for hardness measurement

**1961** The first Testomat® device for automatic water hardness monitoring is produced in cooperation with the company Otto Otto. A patent application is lodged.  
In subsequent years the Testomat is patent-pending in many countries, including United Kingdom in 1961 and USA in 1965.

From

**1961** Patent on Duroval® titration kit for determining the water hardness through complexometric titration  
Colorimetric test kits are developed, patented and later sold under the brand name Testoval®.

From

**1970** Development of programming units (e.g. VD, KPW) and controllers (e.g. WDM, WEM, DO 200) for softening and desalination plants.  
Type M measurement devices are launched for measuring conductivity.

Important milestones of Heyl product development illustrated by the model development of the Testomat device



Testomat® BOB



Testomat 2000®

1980

2000

**1980** Development of the limit gauge Testomat® BOB, which works automatically in interval operation  
Ionoval® pocket gauge for measuring conductivity, pH or photometer for water analysis comes on the market.

**1982** Patent for the cyclical regeneration procedure in water softening systems

This leads to the development of the quantity-based microprocessor controller MMP 80.

From

**1985** Expansion of the quantity and time-based microprocessor controller e.g. MMP 70

**1986** ROE 900 osmosis controller is launched on the market.

From

**1990** Development of additional controllers for ion exchangers and reverse osmosis systems

**1996** LM1000 microprocessor conductivity gauge with digital display is launched on the market, as well as the pH and Redox gauges pH 1000 and ORP 1000.

**1998** Hand-held gauge for measuring conductivity (Dist) and pH (pHep) are included in the range as a substitute for the Ionoval® devices.



Testomat ECO®



Testomat® 808

**2000**

**2009**

**2000** The online analysis unit Testomat 2000® comes on the market. It can measure residual hardness, carbonate hardness, p-value and minus m-value. Significant innovations include a 4-digit display for showing measurement values and notifications, and the simple menu-controlled programming. The DosiClip dosing pump and later the MepuClip booster pump are developed alongside the Testomat.

**2001** The little brother of the Testomat 2000®, named Testomat ECO®, is launched as a pure hardness tester with a small display.

**From**

**2001** From Testomat 2000® emerges a family of automatic analysers that can measure different parameters such as chlorine, iron, chromium or phosphate and focuses on customer requirements.

**2002** Redevelopment of Ionoval mono photometer. The hand gauge determines the concentration of different substances in water

**From**

**2003** Titration unit Titromat® launches in several versions for high hardness areas.

**2004** UV systems are added to the range





Testomat® EVO



Testomat® measuring converter

2010

2018

- 2004 Softmaster® controllers ROE for reverse osmosis systems and MMP for softening systems come on the market. Both have large LC displays, error memories and menu-controlled programming.
- 2008 EcoControl for desalination in cooling circuits is also developed with menu-control LC display. Conductivity, pH and redox gauges are developed on the same basis
- 2009 Plug-in card data logger for Testomat devices for storing measurement values on SD card
- 2010 Testomat 2000® CN is developed for the Chinese market.
- 2011 Testomat® 808 evolves from Testomat® BOB.
- 2013 Softmaster compact controller with a smaller housing is launched on the market
- 2015 Testomat® EVO can wirelessly transfer measurement data and status. Firmware update and measurement data storage via SD card.
- 2017 Development of the MultiControl CT device with WLAN access and SD card for process and desalination control.
- 2017 A measuring converter for polymer readings is developed based on the Testomat technology.

# OUR SUCCESS THROUGH SOLIDARITY

The qualification and health of each and every one of our employees contributes significantly to the success of Heyl.

Many of our 50 employees have been in the business for decades, and their experience forms the basis of a trusting and lasting partnership with the company and customers alike.

Because it is important to the company to employ well-trained, motivated and qualified personnel, Gebrüder Heyl Analysentechnik supports the further training of this employees. Regular qualifications include e.g. specialist computer courses, training in electronic components, as well as the improvement of foreign language skills, which are indispensable in an internationally active company like Heyl.

However a company is about more than just qualifications, our employees' collegial cohesion and years of loyal service has also been crucial. Managing Director Jörg-Tilman Heyl also places considerably value on the continued health of his employ-

ees and supports health-awareness programmes.

Employees can treat themselves to free massages and participate in occupational health workshops.

For 2 years active runners within the company have also taken part in the Hildesheim Corporate Run. They are cheered on by many of their colleagues who don't dare tackle the 5km or 9km route.

In addition to the parent company Gebr. Heyl Analysentechnik, the Heyl family also includes three distribution subsidiaries:

- Gebrüder Heyl Vertriebsgesellschaft für innovative Wasseraufbereitung mbH with approximately 17 employees in Hildesheim,
- Heyl France SARL with 6 employees in Paris, France and



## IMPRESSIONS FROM THE HILDESHEIM CORPORATE RUN 2016

- Heyl Brothers North America L.P. with its office in Chicago, IL, USA.

Individual profiles of our subsidiaries, our Dutch distribution partner Pro Water B.V. and our Swiss partner BWT Aqua AG are provided in the following three sections.





TRADITION UND ZUKUNFT AN IHRER SEITE  
TRADITION AND FUTURE BY YOUR SIDE

## Gebrüder Heyl Vertriebsgesellschaft für innovative Wasseraufbereitung mbH

Consistently focussed on the market and its requirements, Gebrüder Heyl Vertriebsgesellschaft für innovative Wasseraufbereitung mbH has built-up a large client base and is currently the largest distribution partner for Heyl products

Based on the knowledge that the demands on national and international sales are constantly increasing, the decision was taken to establish the global wholesale organisation Gebr. Heyl Vertriebsgesellschaft.

Active across several continents, the company has almost doubled its sales over the last 13 years. From a pure vendor of standard devices, spare parts and consumables, as well as rapid chemical tests of the parent company, to a component and solution supplier of industrial water purification components and systems.

The systematic path towards promoting market attractiveness with an ever-growing portfolio led us to investment business and solution building as part of a wide range of customer projects and requirements.

Nowadays we use individual project-matching of existing portfolios to create plant and system solutions that respond to the demands and different requirements of our 4000+ customers. Individual projects with budgets in the ballpark of hundreds of thousands euros for one plant or one system solution designed for individual customers are finding their way to end customers.

The “care-taker” function plays another key role. The entire distribution team puts this care-taker principle at the forefront of everyday operations. Our partners and customers benefit from this motivation from the very first quotation consultation and during the follow-up, right through to product shipment, commissioning and after-sales service.

Working with Heyl Vertrieb guarantees maximum interest and responsibility for each product that a customer purchases from us.

We successfully serve reverse osmosis system manufacturers, heating and boiler manufacturers, pharmaceutical plant manufacturers, industrial washing plant manufacturers, plant manufacturers, water purifiers, cooling tower manufacturers, manufacturers of conditioning chemicals, swimming pool builders, brewers, drinking water companies, coating process technology, food and beverage producers, technology companies, seawater desalination plant engineering, as well as many other sectors and industries.

Long-term partners and customers include Veolia Group, BWT Group, SUEZ Group, Eurowater Group, ABB, Pollet Water Group, Kurita Europe, WWT Group etc. A service partner network spans across the German-speaking region, guaranteeing the customer "full service", if desired.

The distribution department also cooperates with partners with service skills and capacity. This includes partners in the United Kingdom, Poland, Czech Republic, Russia, Turkey, Thailand, India and China.

Our new company headquarters is currently being constructed on the industrial estate and will be ready



for occupancy in April 2018. With a total investment sum of 2.5 million euro, a new office building, a technical workshop, as well as a large warehouse will form the future headquarters of Heyl Vertrieb. We continue to marry tradition and future in a very special way.

Marc Osterwald  
Managing Director



**GEBRÜDER HEYL**

Technique d'analyse de l'eau

L'eau est notre élément

## Heyl France s.a.r.l.

Heyl France successfully sells the water analysis devices manufactured in Hildesheim throughout the world and ensures close customer connection with excellent service.

The subsidiary Heyl France Sàrl was established 20 years ago, approximately 25 kilometres south-west of the French capital, Paris.

Although the location was initially intended as a distribution company for the French-speaking region, the supply area continued to expand. Customer focus and excellent service mean that Heyl France is now active on three continents - Europe, North Africa and South America.

The continuous efforts of managing director Tony Ribeiro, who can effortlessly entertain customers in French, English, Spanish and Portuguese, also contribute significantly to the success of the French distribution company.

This is how Heyl products are currently distributed in France, Spain, Portugal, Belgium, Finland and Sweden, as well as in Morocco, Algeria,

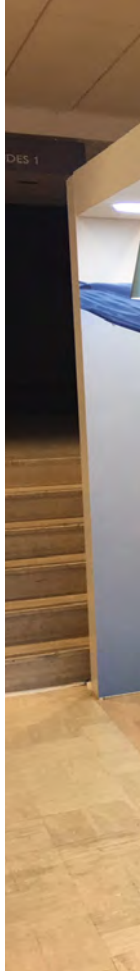
Tunisia, Brazil, Columbia, Hong Kong and many other countries.

Together with his five employees, managing director Tony Ribeiro not only works in sales, but also offers repairs and bespoke-modifications of Heyl products.

The major customers of Heyl France stem predominantly from the industrial water sector (e.g. BWT Group, Kurita, AquaFab, SUEZ Group, Babcock, VEOLIA WATER) and from medical technology and dialysis (e.g. Baxter, Fresenius Medical Care, B. Braun Avitum).

Every year Heyl France participates in European events such as medical conferences, where it presents special offers for the respective sector.

Customers are also offered regular technical training sessions, which can be conducted both in the trai-





Heyl France stand at the Nephrology Congress in Marseille 2017

ning centre at Heyl France and at the customer's premises worldwide. 14 training sessions were held in 2017. Heyl France is also happy to combine in-house training with a small presentation of the Heyl product range.

On 1 September 2017 the Heyl France Team quietly celebrated its 20th birthday and sees itself well-equipped for many more years of success in the Heyl Group.



**HEYL BROTHERS**  
**North America L.P.**  
**Water is our Element**

## Heyl Brothers North America L.P.

On-site presence is an important success factor on the US market. Thus Heyl Brothers is an active participant in major water purification trade shows.

Our Testomat® series became increasingly well-known on international markets. It wasn't long before our customers were requesting delivery to their locations in the USA.

Following intensive research as well as visits to trade shows and conversations with industry experts, we made the strategic decision to branch out onto the North American market. That was almost seven years ago.

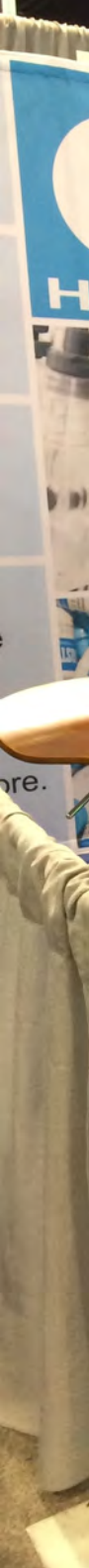
We highlighted a problem that was well-known in the USA but nevertheless received very little recognition: water hardness and the resulting limescale damage. The North American market is a hard nut to crack. From our experience, the more time we spent on-site, the more success we had.

After many years shaped by presentations, speeches and numerous trade shows, we are proud to have won so many partners and customers.

Today we have a varied customer base that trusts the Testomat® service. Chemical and pharmaceutical plants, data centres, food-processing plants, cruise ships - all have one thing in common: a heating or cooling water process.

After initial scepticism from the Americans about working with Europe-based company, we managed to impress plant operators with our quality and availability.

Our representative office in Chicago, our local distribution partners and our warehouse near O'Hare ensure rapid reaction times and fast shipping. We look forward to expanding our activities, to developing new technologies with our partners, and to continuing our growth throughout North America.







Heyl Brothers  
Water is our Element.

Automated Online  
Water Quality Monitoring



Electrolytic Technologies LLC  
ELECTROLYTIC TECHNOLOGIES LLC  
CHLORINE AND SODIUM  
HYPOCHLORITE GENERATION

WHY?  
Generate  
KLOREGEN  
NaOCl on-site !!

733



## Pro Water B.V.

Offering a wide range of water analysis products, Pro Water has become the market leader in the Benelux countries and is a very successful distributor of Gebrüder Heyl analysis instruments.

First of all, we at Pro Water BV would like to congratulate the managing director and all Gebrüder Heyl employees on its 60th company anniversary!

And now a few words about us. Pro Water B.V. is a Dutch importer/wholesaler in measurement and control technology, and offers a comprehensive package of simple and advanced measurement systems that measure practically any physical and chemical parameters in water.

Whether drinking water, process water, waste water or swimming pool water, our equipment can accurately measure almost every parameter conceivable. This can be a manual measurement, but also online.

Pro Water serves many industrial customers in the Benelux countries using analysis instruments and indicators by Gebrüder Heyl. Over the last decade we have established the

brand recognition of Gebrüder Heyl in many areas of water purification and have become the market leader in many sectors.

The key is good cooperation between the technical personnel at Gebrüder Heyl and Pro Water, as well the cooperation between our customers' engineers and us.

Of course, swift delivery times, good quality, competitive prices and an overall enjoyable collaboration also play an important role.

We at Pro Water are proud of our partnership with Gebrüder Heyl, which we endeavour to strengthen further. Congratulations once again!

Yours sincerely,  
Team Pro Water BV



Pro Water trade show stand at Aqua Vakbeurs 2017 in Gorinchem



## BWT AQUA AG - Schweiz For You and Planet Blue

BWT AQUA has set itself to the task of developing, producing and marketing water technologies that offer people better quality of life and provide industry with economically and ecologically sound water purification solutions

BWT AQUA AG has worked with Gebrüder Heyl for over 20 years. So we would like to warmly congratulate Gebrüder Heyl on its 60th company anniversary!

In all our years of intensive cooperation, particularly in sales of the Testomat series and the associated analysis solutions, we have come to know and value Gebrüder Heyl as a very reliable and skilled partner. In our opinion the frequent technical training sessions have proven particularly effective.

Our range includes products and services for processing water in all spheres of life. From households and catering, to healthcare, industrial cleaning processes and wellness. For the chemical and pharmaceuti-

cal industry, as well as for applications in manufacturing and processing sectors, our range of products offer optimum solutions for the economic production of pure and ultrapure water. In the private sector our customers benefit from experience in industrial water purification. We have applied this knowledge to water purification in home and building technology.

With our innovative, sustainable water purification solutions we are in a position to treat 98.5% of the global, limited water reserves on our 'Blue Planet' and can always guarantee our customers optimum water quality, regardless of application.

With innovative, economical and ecological processing technologies,



we guarantee our customers in private households, industry and commerce, communities, and the hotel and catering industry optimum water quality for each individual application: from silky-smooth BWT pearl water from showers, nutrient-rich drinking water thanks to patented Magnesium Mg<sup>2+</sup> technology, ultra-hygienic bathing water and optimum water for enhanced coffee and hot beverage aromas, to pure and ultrapure water for the beverage, pharmaceutical and biotech industries. With BWT products and processes our customers are safe in the knowledge that our technology ensures maximum safety, hygiene and health in all aspects of water - the elixir of life.

Working with our distribution partners (planners, architects and fitters) we are expanding the BWT water expert network internationally and offer a unique service package of training sessions, sales support, partner areas on our websites, as well as the largest and most innovative product portfolio in the industry.

BWT AQUA AG  
[www.bwt-aqua.ch](http://www.bwt-aqua.ch)

# WE INVEST IN THE FUTURE

Training, further education and support of school pupils, students and employees are important pillars of personnel development at Gebrüder Heyl Analysentechnik.

So while we continue to take stock of our past, we are also looking to the future. We think it is hugely important to support school pupils and students from various disciplines to help boost their professional career right from the start.

For example, through the nationwide 'Zukunftstag' careers event: in 2017 school pupils had the opportunity to assemble circuit boards. Then they moved to the marketing department, where they took pictures of each other and edited the shots. This gave pupils with technical or creative interests an initial insight into the day-to-day operations of our company.

Dedicated to offering more than just an insight, we offer various apprenticeships e.g. industrial clerk or electronics technician.

However 'Zukunftstag' is not the only firm fixture of our investment in the future. For several years, the Management Information Game

(MIG for short) has been held at the premises of Gebrüder Heyl.

In this business simulation, three groups of school pupils from years 11/12 set up competing companies. They are tasked with formulating a company-specific objective, and then implementing this in corresponding strategies and decisions. The highlight is product presentations delivered by the companies as part of a presentation evening, where the pupils have the opportunity to establish professional contacts for the future.

Jugend forscht: We attach great importance to practical learning, so for many years we have been successfully supporting the project "Jugend forscht" alongside schools in Hildesheim. Here young people who are enthusiastic about maths, IT, natural sciences and technology can choose an interesting topic for their research project and take part in the competition. For example, topics of



## MIG PARTICIPANTS AT THE PRESENTATION EVENING IN THE HEYL CONFERENCE ROOM

our pupils included experiments in osmosis, RAL colour recognition of LEDs and the effect of different media on our dosing pumps.

Our company is also an interesting prospect for students. In cooperation with the university FH Bielefeld, we offer a dual-study programme in the areas of industrial engineering and electrical engineering.

As many talented students have to contend with financial difficulties, for years Gebrüder Heyl has been supporting students at the University of Hildesheim, University of Applied Sciences and Arts Hildesheim/

Holzminden/Goettingen and Leibniz Universität Hannover through the Deutschlandstipendium foundation. This has already produced successful collaborations e.g. on the basis of a €450 grant during studies or even permanent positions after graduation.



# OUR FUTURE VISION

At the core of our vision for the future are the continuous enhancement of the established Heyl devices to meet the demands of Industry 4.0, and our transformation from product provider to system provider.





Both the Heyl family and the company Gebrüder Heyl have a dynamic history behind them. But what lies ahead is much more exciting. Unlike the past, which we can describe with relative accuracy, we do not know what lies ahead any more than we can change history. On the contrary, the future can be written by us

Development and innovation play a major role here. Gebrüder Heyl is bringing new innovative products onto the market at ever-shorter intervals. This not only involves enhancing our previous technologies, but also integrating new technologies into the Heyl product family.

We are eager to see what the world of technology and science has in store for us. And you can be just as keen to see what we do with it.

At the same time, it goes without saying that you can always rely on our usual quality. Because one thing is clear:

we can only accomplish this task with satisfied customers. So we spend each day doing everything in our power to meet your needs and expectations.

Jörg-Tilman Heyl  
Managing Partner



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## COMPANIES OF THE HEYL NETWORK

### Head Office

**Gebrüder Heyl Analysetechnik GmbH & Co. KG**

[www.heyhl.de](http://www.heyhl.de)

Tel.: +49 (0) 51 21 2 89 33 0

Fax: +49 (0) 51 21 2 89 33 67

Email: [info@heyhl.de](mailto:info@heyhl.de)

### Germany Distribution

**Gebrüder Heyl Vertriebsgesellschaft  
für innovative Wasseraufbereitung mbH**

[www.heyhneomeris.de](http://www.heyhneomeris.de)

Tel.: +49 (0) 51 21 76 09 0

Fax: +49 (0) 51 21 76 09 44

Email: [vertrieb@heyhneomeris.de](mailto:vertrieb@heyhneomeris.de)

### France

**Heyl France Sarl**

[www.heyhl-france.fr](http://www.heyhl-france.fr)

Tel.: +33 (0) 1 69 46 17 17

Fax: +33 (0) 1 69 46 17 40

Email: [info@heyhl-france.fr](mailto:info@heyhl-france.fr)

### USA

**Heyl Brothers North America L.P.**

[www.heyhl.de](http://www.heyhl.de)

Tel.: +1 (0) 312 377 61 23

Fax: +1 (0) 312 644 07 38

Email: [USA@heyhl.de](mailto:USA@heyhl.de)

### Netherlands

**Pro Water B.V.**

[www.prowater.nl](http://www.prowater.nl)

Tel.: +31 (0) 74 2 91 51 50

Fax: +31 (0) 74 2 91 53 50

Email: [info@prowater.nl](mailto:info@prowater.nl)

### Switzerland

**BWT AQUA AG**

[www.bwt-aqua.ch](http://www.bwt-aqua.ch)

Tel.: +41 (0) 61 755 88 99

Fax: +41 (0) 61 755 88 90

Email: [info@bwt-aqua.ch](mailto:info@bwt-aqua.ch)