

President's Column



Vaisala's principles

We manufacture instruments for environmental measurement – using the term “environment” in its broadest sense. For us, the environment also includes closed research premises and production and process facilities. Concerning weather measurement applications we also provide total system solutions, while in industrial measurement applications our focus is on supplying instruments. In all its business operations, Vaisala subscribes to a few key principles, designed to achieve satisfied customers and create mutual, lasting benefit.

Vaisala is innovative. We are technology leaders in our own field. HUMICAP[®], BAROCAP[®] and many other sensor technolo-

gies are examples of this. All our products are based on our own R&D activities. We do not copy or purchase licenses. We invest 12 percent of our turnover in R&D and have committed more than 250 people to this work. We hold numerous patents on the technologies we have developed. We also cooperate with the world's leading research institutes.

Vaisala is reliable. This applies both to us as a company and to our products. We want our products to operate faultlessly even in the most demanding conditions. Our products undergo many tests - often conducted in cooperation with key customers - before their market launch. Our in-house design rules have been formed through experience. Concerning measuring instruments, accurate calibration is

of paramount importance. For this purpose we have an accredited calibration measurement standards laboratory which answers for traceability to primary standards. As a company, Vaisala is stable and financially sound. We follow strict ethical principles. We only promise what we know to be feasible and we keep our promises. We don't leave our customers without support.

Vaisala's products and customer relationships are long-lasting. We dimension our products for professional use and for demanding conditions. To the user, our products are investments which are expected to be in service for many years. We design our instruments to require recalibration as seldom as possi-

ble. But when needed, we provide recalibration. We supply spare parts and upgrades for our products. Our products do not become obsolete, even though needs may slightly change over the product lifecycle. The same objective characterizes our customer relationships. We believe that successful business is based on continuing customer relationships. They can be maintained only if the customers are satisfied with the products and the service they get. We want to serve our customers well, and not to maximize our own short-term interests.

Vaisala provides solutions. We do not sell our products through a product catalogue and leave the customer alone with their product selection. We familiarize ourselves with the applications where our products are used. This allows our experts to assist customers in the selection of instruments, and in their installation, use and maintenance. We want to serve customers well to ensure they get an appropriate, reliable and durable solution for their needs. We are not out there only to obtain orders and the customers' money, which would be shortsighted and foolish.

We have adhered to the above principles for a long time already. I believe that you have noticed it. Vaisala is an innovative and reliable solutions provider. ●

A handwritten signature in blue ink, which appears to read 'Pekka Ketonen'.

Pekka Ketonen
President and CEO