



EASTERN
applied research, inc.



*Solve Your Material Analysis Needs with
X-ray Fluorescence Technology*

NEWS RELEASE

**Eastern Applied Research Inc
Pittcon Booth 1170**

Contact: Shawn M Kramer Sr.
President of Eastern Applied Research Inc.
Phone: 716-201-1115
Email: xrfservice@easternapplied.com
Website: www.easternapplied.com

Xenometrix Names North American Distributor for ED-XRF Spectrometer Line

Buffalo, NY – Eastern Applied Research Inc. is pleased to announce that the organization has signed an exclusive distribution agreement with Xenometrix Inc, a wholly owned subsidiary of Eurocontrol Technics Inc. Eastern Applied will act as the exclusive distributor and service provider of Xenometrix EDXRF analyzers throughout North America. For twenty years, Eastern Applied has provided a reliable source of service, support and solutions for all models of x-ray fluorescence analyzers and is pleased to now offer a premier material analyzer line from Xenometrix Inc.

"Xenometrix's new partnership with Eastern Applied Research provides the company with a solid footprint in North America," commented Doron Reinis, CEO of Xenometrix. "We are delighted to have the support of Eastern Applied Research, who is considered to be leaders in the North American X-ray fluorescence analyzer marketplace. Eastern Applied Research anticipates good demand for the advanced Energy Dispersive X-ray Fluorescence (EDXRF) spectroscopy technologies produced by Xenometrix," added Doron Reinis.

Already established as a leading provider of XRF analyzers for coating thickness applications, the addition of the Xenometrix line allows Eastern Applied the opportunity to meet demand for a wide range of material analysis interests. The Xenometrix line provides solutions for a range of applications including mining related analysis and oil/petroleum testing equipment through the [field portable S-Mobile system](#) and the stationary [X-Calibur analyzer](#). General laboratory analysis is attainable with the [EX-6600 series of equipment](#), which provides precision and accuracy with a patented optical system providing both direct and polarized excitation.

Initial applications will focus on EDXRF for general industrial laboratory use (including [academic laboratories](#)), oil/petroleum testing, environmental analysis and mining/soil related interests as detection of hazardous substances in soils (RCRA Metals) is a primary application of Xenometrix. A new analyzer is in development for RoHS related testing that will offer expanded qualitative and quantitative functionality beyond that single application.

"We are pleased to add Xenometrix's newest EDXRF analyzer line to our current mix of analytical technology," said Shawn M. Kramer, President of Eastern Applied Research. "Recently, our well established customer base has shown a need for top performing material analyzers and I believe both organizations will benefit from this agreement," he continued, "the Xenometrix line offers state of the art analyzers that satisfy our current clients interests and expands our market reach while we offer the technical knowledge and experience required to properly promote and service the line in North America."

Xenometrix is a leading designer and manufacturer of energy dispersive x-ray fluorescence (EDXRF) and was awarded Frost & Sullivan's "Global Product Line Strategy of the Year Award in the EDXRF Analyzers Market" for the year 2010; details can be reviewed at www.xenometrix.com. Eastern Applied Research has provided support to all models of XRF Analyzers for twenty years; including on-site services and accredited standards services through an in-house standards laboratory; information is available at www.easternapplied.com.