

# Press release



## Full steam ahead in India

### Increased level of Indian customer support through new partnership

The partnership between Berlin-based LUM GmbH and the Indian company VENTURE INSTRUMENTATION TECHNOLOGIES PVT LTD. (VENTURE) started on February 1, 2024. VENTURE is based in Bangalore, the centre of India's high-tech industry, in the state of Karnataka.

Susanne Lerche-Merchant, CEO of LUM GmbH: "LUM GmbH has been serving the Indian market for more than 20 years and always strives to provide the most comprehensive local support in application development, sales and customer service to the valued Indian members of the global community, including users of LUM instruments. As market and customer requirements continue to evolve, LUM's range of solutions has continually expanded. The product portfolio is now broader and the knowledge deeper than when the first Indian customers placed their trust in LUM. Together with VENTURE, we would now like to bring all these advantages to Indian customers. After getting to know each other in detail and successfully evaluating the common goals and company premises, the course has been set for the common future in the interests of the customer."

In addition to LUM, VENTURE represent various overseas companies of repute who manufacture testing instruments for quality control, research & development, process etc., which find applications in the fields of Polymers / Plastics, Paint/Coating, Textiles, Packaging, Rubber/Tire, Energetic Materials etc. VENTURE has highly skilled and motivated Sales & Service team located at all major cities across India to respond to customer needs within a short time. Customer satisfaction being the ultimate goal, the team ensures close contact with customers to get the right feedback and have an in-depth analysis of customer needs to provide pragmatic solutions [1].

Even before the official start of activities in the Indian market on February 1, 2024, a multi-person team of experts from VENTURE received intensive commercial and technical training in theory and practice on particle and dispersion measuring devices as well as in the area of materials testing at the LUM headquarters in Berlin. Several representatives of the VENTURE service specialists are currently undergoing several weeks of practical training at the Berlin Technical Service. This ensures a seamless transition for existing customers and new customers are immediately served at a high level.

For the first time, Indian customers can receive immediate, on-site supplies for the entire material value chain in the demonstration laboratory in Bangalore. The initial equipment of VENTURE allows for the particle size distribution analysis of nano- and microparticles, the determination of parameters to determine the Hansen parameters, the direct real-time and accelerated separation/stability analysis of dispersions. In the area of materials testing, coatings and composite materials can also be characterized. In addition to the above-mentioned application fields, both the proven ones such as cosmetics, pharmaceutical products, food, and lubricants are supported, as well as modern applications, for example in lightweight construction, the automotive and aviation industries.

Visit VENTURE at Paint India in Mumbai from February 22-24 in Hall 3 at Stand V3.

[1] <https://VENTUREtechnologies.net/overview-2/> 5.2.2024

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