

## Media Release

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FOR IMMEDIATE RELEASE

## **ICON PUMP CONTROLLER HITS THE SHELVES**

The drive to achieve better, more effective control of pumps and pump stations is to receive a huge boost following the release of the new iCON pump controller from CAP Industries.

The iCON pump controller is an easy to use, flexible pump control solution with versions available for pressure control, level control and variable speed control applications.

The release comes following a significant investment in research and development by the Melbourne-based company. According to Managing Director, Bou Spithoven, "market research consumed an enormous amount of our development time." He continues, "we wanted to ensure that the end-product was not just another 'black box' but a reliable, practical solution that would more efficiently meet the needs of our customers. I am delighted to say that we met this goal."

The development phase of the iCON controller saw CAP Industries combine the talents of an award winning industrial programmer with the skills and experience of pump professionals, distributors and, most importantly, end-users throughout Australia. The end result is a robust and reliable product that offers a number of unique features including:

- rugged and powerful PLC programming to ensure simple upgradability and industry-proven reliability;
- multiple inputs and outputs enabling the controller to cater for a wide range of site-specific requirements and/or system designs without significant cost or reprogramming;
- optional Modbus communications;
- intuitive, menu structure based on end-user requirements; and
- IP65 and NEMA4X rating for greater protection in the harsh Australian conditions.

Mr Spithoven states "I am particularly happy with the menu structure and the interface." Before finalising the menu structure, the company undertook a number of pre-release trials with a range of potential and existing users of pump control products.

According to Mr Spithoven, "it goes without saying that ease of use was of paramount importance. The pre-release trials ensured that we not only met this requirement, but that we followed it through right down to the production of clear and logical operational manuals. That way, we could be confident that the iCON would be ready to hit the ground running."

The iCON pump controller is available from April 2011.

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