



International investment group buys into Canada's fast-growing Power Measurement Ltd.

For electrical power industries throughout the world,

the age of government-endorsed monopolies is giving way to one of deregulation. By opening the field up to competition, that trend has created a ripple of new opportunities for companies that serve the sector.

Against that background, an international investors group has purchased a 50 per cent interest in Power Measurement Ltd., a Canadian company that is uniquely positioned to benefit from power utility deregulation. The amount of the investment was not disclosed.

Starting literally in the basement in the early 1980s,

Power Measurement has grown at a whirlwind rate of 100 per cent per year and now has agents and distributors in over 70 countries. Powering that expansion has been the application of innovative technologies to exploit new opportunities opened up by change.

Says Bradford Forth, Vice-President, Sales and Marketing, "It's fair to say that we've played a large part in bringing energy metering into the modern age. We were among the first to see the potential of applying digital technology to energy measurement."

Acting on that realization, Power Measurement was first out of the gate in offering the hardware and software for micro-processor-based metering systems. The company has maintained its technological lead ever since.

With deregulation that advantage has become more valuable than ever.

Forth explains, "From here on in, electrical utility companies will be competing to meet their customers' needs with elaborate multi-service packages.

"They will be writing contracts that cover not just the gross amounts of energy but customized deals linked to periods of consumption, power quality and other factors.

"This will create a need for new metering technology capable of monitoring and measuring all of these new factors."

Forth says that Victoria has proved to be an ideal location in which to execute a strategy based on innovation.

