

“Just Level”

The Idea that Serves Industry Better

White Paper - *Just Level*

The need for process level indication has existed at least since early Egyptian days when the level of the Nile was monitored to help determine the best time for planting season. Refer to the [Back to the Basics video](#) produced by CONTROL magazine featuring our good friend and editor Walt Boyes. For thousands of years man has needed to know about the level of liquids, slurry as well as powder and bulk solids.

As the twentieth century advanced, and level measurement and monitoring instruments became available from an increasing number of suppliers, suppliers of level measuring and monitoring devices have fallen to the temptation to expand, branch out and unfocus their efforts away from process level indication. And what has been the result? An increasing choice of technologies and brands available with decreasing support and access to dedicated resources with the expertise in “just level”.

The increasing amount of choice and the decreased access to focused and dedicated expertise makes it more difficult for you to quickly and effectively do your job. It also makes it more difficult to compartmentalize your supply base for quick reference and access. Gone is the true specialist, here to stay is the broad generalist. And you may be stuck in the middle, sometimes “holding the bag” not knowing who to turn to.

What is “Just Level”?

What separates a good company from a GREAT company? In the bestselling book titled “Good to GREAT” by [Jim Collins](#) we learn about something called The Hedgehog Concept. This concept emanates from the parable of the hedgehog and the fox. If you don’t recall, here is how it goes.

Each and every day as the fox strives to feast on the hedgehog, the fox would come up with a new way to sneak up on and catch the hedgehog. However, as the Fox executed his new plan every day, the hedgehog did the only thing he knew how to do – curl up in a ball and defend himself, with his spike like spines. While the fox tried everything to succeed, the hedgehog focused on only one thing – the thing that he did best.



For BlueLevel Technologies, “Just Level” is our “hedgehog concept”. “Just Level” is what we are passionate about, not just what we do best. We live, breath, eat and sleep “Just Level” and your level measurement and monitoring needs.

What this means to YOU

UNDIVIDED ATTENTION - your level monitoring needs and applications have our undivided attention. We are focused on serving you in this area. This means you can rest assured that your best interests and your applications in this area are at the heart of our attention, not your wallet. If we do not have a product for your application, we will find it for you.

QUALITY EXPERIENCE - over three decades of experience in process measurement and control instrumentation resident at BlueLevel Technologies is brought to each inquiry, problem, application, order and opportunity that we have to be of service to you. And it is given to you with passion and an eagerness to serve. In addition, our experiences allow us to see your big picture.

QUALITY IS IN THE DETAIL - you are a discerning design engineer, maintenance engineer, facility engineer, procurement specialist or sales pro. You need to work with people that pay attention to detail so you can focus on the bigger picture. No problem. “Just Level” means we focus on all the details of just one big thing, your level measurement and monitoring requirements.

UNPRECEDENTED SUPPORT - you have us with you all the way! Our “Golden Parachute” program ensures that you are covered and protected. We can do this for you because we know “Just Level”, your application needs, technology and our products.