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## **Titan Enterprises Highlights Critical Customer Testing Phase in Development of New Ultrasonic Beverage Flowmeter**

### **Titan Enterprises,**

a leading manufacturer of innovative flow measurement solutions, is spotlighting the customer testing phase as a vital milestone in the research and development of its latest breakthrough product: a low-cost [ultrasonic beverage flowmeter](#) designed specifically for Original Equipment Manufacturers' (OEM) drinks dispensing systems.

Developed in response to a drinks dispenser OEM's request, the new ultrasonic beverage flowmeter needed to meet a series of complex and specific design requirements: no internal moving parts (a priority for hygienic cleaning), compact size, food-grade materials, low cost and seamless integration into existing systems.

"This development project hasn't been just about making a flowmeter - we're solving an industry problem," says Neil Hannay, Senior Development Engineer at Titan

Enterprises. Extrapolating the proven success with their [turbine flow devices](#) in drinks dispensing, Titan investigated the use of ultrasonics for the same processes which lead to the creation of the ultrasonic beverage meter.

### **At the heart of Titan's R&D**

approach is customer collaboration, and the development of the new [ultrasonic beverage meter](#), part of the [Atrato® family](#) of flow measurement devices, illustrates how real-world testing with OEM partners directly influences the final product design.

"In laboratory testing, we have to make assumptions working on first principles with our expertise in [flowmeter technology](#) leading the way," Neil adds. "We are not able to



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replicate a customer's process, so customer testing is crucial in the development of a reliable, user-focused product that encompasses features that are important to the customer."

### **Customer testing**

is the phase where ideas are truly put to the test, and it's where the most critical learning happens. As well as allowing the customer to develop confidence in the product, this phase is an opportunity to highlight operational preferences while keeping an eye on the cost window of the end product.

Following in-house prototype validation, the units are deployed for in-situ testing by the customer - a phase that frequently reveals performance nuances not captured in laboratory conditions. Customer feedback during field trials helps to identify areas for refinement, such as fluid compatibility, mechanical resilience under operational stresses, and whether there is a need to incorporate various protections to minimise the effect of faults and failures on installation.

### **"The iterative loop of feedback**

between our R&D team and the customer's application environment is essential," Neil explains. "The goal is to refine both physical performance and system integration, ensuring our flowmeter not only works, but works exactly how and where it's needed and within an acceptable price point."

### **Titan's collaborative testing model**

ensures [customer-driven innovation](#) is grounded in real-world results. This methodology not only streamlines the path to market but also supports the development of highly tailored, application-specific flowmeter solutions.



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With R&D investment over three times the industry average, Titan Enterprises continues to push the boundaries of liquid flow technology, offering bespoke solutions that serve the needs of dynamic and evolving OEM markets.

For more information on Titan Enterprises and its OEM solutions, contact [Titan Enterprises](#) via email [sales@flowmeters.co.uk](mailto:sales@flowmeters.co.uk).

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**About Titan Enterprises Ltd.**

Titan Enterprises has been at the forefront of flow measurement technology for over 40 years. Specialising in high-performance flow meters and instrumentation, Titan serves a wide range of industries with cutting-edge, reliable, and customised solutions. With a strong emphasis on innovation and quality, Titan continues to be a global leader in liquid measurement technology.



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