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## **WIKAI's FAST Team Recognized With Nine Marketing Awards**

Lawrenceville, GA., (Nov. 20, 2013) - WIKAI Instrument has been honored with nine awards for its innovative marketing efforts build awareness for its Full Audit Service Team (FAST). Among the awards garnered by WIKAI's marketing communications group are three Videographer Awards, two IABC Golden Flame Awards, a Telly Award, a Hermes Creative Award, a Summit Marketing Effectiveness Award, and the Bright Bulb B2B Innovator Brand of the Year Award.

"As the best value-added gauge auditing team available to refineries, chemical and petrochemical processing plants, the FAST team largely sells itself," said WIKAI Group Marketing Manager Jason McClain. "However, it's still a tough job to cut through the noise and build awareness of our tremendous offering. This impressive list of recognition from organizations respected by marketers everywhere is a ringing endorsement that we are doing just that."

### **The New FAST Program from WIKAI**

WIKAI developed its FAST team of engineers in response to the rising number of safety, productivity and regulatory lapses either directly caused by failing gauges or that could have prevented by properly applied and functioning instrumentation. The team performs a full mechanical instrumentation audit at any refinery or processing plant that requests one, providing comprehensive piping and instrumentation diagrams, testing and installation best practices, employee training and inventory streamlining plans for storerooms.

"Our team of FAST engineers fills the gap left by retiring and downsized instrumentation experts that largely go unreplaced at most facilities," said WIKAI Instrument president Michael Gerster. "Helping create safer, more productive and greener processing plants motivates us to keep this service complimentary, and I'm proud of the WIKAI marketing communications group for being as creative and groundbreaking as the team it is supporting."

WIKAI has performed audits at over 250 facilities totaling more than 150,000 instrument installations. Proprietary data compiled by WIKAI shows that 25% of mechanical gauges in the typical plant are broken, damaged, or misapplied and the average worker is located within 20 feet of 8 of these gauges. FAST audits identify faulty instruments, draft a plan to correct installations in need of attention and train employees to keep gauges performing properly in the future.

## **About WIKA Instrument, LP**

For almost 70 years, WIKA Instrument, LP has continuously advanced pressure gauge, pressure transmitter and temperature measurement instrumentation. We have used our experience to develop a broad selection of stock and custom instrumentation solutions and professional services to support plant safety, productivity and profitability. A global leader in lean manufacturing, WIKA annually produces more than 43 million pressure gauges, diaphragm seals, pressure transmitters and thermometers worldwide for a variety of industries.