



**Titan Enterprises Ltd.**

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## Why Total Cost of Ownership (TCO) Matters More Than Purchase Price in Flow Measurement Systems

Titan Enterprises highlights the hidden cost benefits of durable, low-maintenance flow meter technology, balancing performance with long-term value.

When selecting industrial flow meters, it's easy to focus on specifications and upfront costs - but true value lies in long-term performance. Titan Enterprises, a leading UK-based manufacturer of high-performance flow measurement solutions, emphasises the often-overlooked Total Cost of Ownership (TCO) in flow instrumentation decisions.

"In many industrial applications, the purchase price is just a fraction of the full cost picture," says Trevor Forster, Managing Director at Titan Enterprises. "Downtime, maintenance, recalibration, and replacement cycles add up - and that's where Titan's flow meters stand apart."

### The Lifecycle Advantage

Titan's meters are engineered for longevity, with many of its devices operating for years in demanding environments with minimal service requirements. Key contributors to reduced TCO include:

- **Rugged Construction** – Chemical-resistant materials and solid-state sensors for longer life in harsh environments.
- **Non-invasive Designs** – Lower risk of clogging, fouling, or mechanical wear.
- **Low-to-No Calibration Drift** – Minimal recalibration needs over the life of the product.



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- **Rapid Service & OEM Support** – Titan’s responsive team helps minimise disruption when support is required.

### **Total Cost Thinking for Smarter Procurement**

As industries become more data-driven, procurement and engineering teams are rethinking how they evaluate equipment. Titan encourages buyers to go beyond the spec sheet and consider:

- Long-term reliability in real-world conditions
- Downtime implications for production lines
- Maintenance costs, including calibration frequency
- Availability of technical support and spare parts

“When customers factor in the full lifecycle, our meters often deliver significantly better value than cheaper, commodity alternatives,” Forster adds. “Case in point - a customer recently returned one of our oval gear flowmeters for repair and we traced it back to find it had been in the field for 15 years!”

### **Titan’s TCO Commitment**

Titan is committed to helping customers choose the most appropriate flowmeter across its portfolio of measuring solutions and provide application-specific guidance, including:

- **Turbine Flow Meters** – Cost-effective for clean liquids with exceptional repeatability



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- **Ultrasonic Flow Meters** – Long-life, low-maintenance for both low and high flow applications, and high accuracy
- **Oval Gear Meters** – Durable for viscous fluids and harsh chemical environments

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

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### **About Titan Enterprises**

For over 40 years, Titan Enterprises has been designing and manufacturing high-performance flow meters and instrumentation. Its products serve industries ranging from pharmaceutical and food processing to industrial automation and R&D, with a strong emphasis on robust engineering, longevity, and customer collaboration.

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### **Image**



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