



The Market Perception Report – 2024

Chemical Engineering

The following provides the results of a survey recently conducted for *Chemical Engineering* by Signet Research, Inc., an independent research company. The objective of this study was to measure Brand perceptions, purchase consideration, and companies that are leaders in the field across three product categories: Filtration/Separation, Process Control, and Valves/Actuators.

Emails were broadcast between November 20, 2024 to a sample of subscribers, asking them to click on a URL and participate in a survey.

By the closing date of November 21, 431 returns had been received. The base used is total answering each question.

Understanding the Key Metrics

BRAND EXPERIENCE

- Shows the percentage of respondents who are familiar with the brand and favorably associate specific attributes with that brand (Examples can include price, service, value, quality, innovation, reputation, availability, etc.)
- This metric can explain the “why” behind Purchase Consideration scores

PURCHASE CONSIDERATION

- Shows the percentage of respondents that would consider purchasing the brand if they had a need for that product/service

LEADERS IN THE FIELD

- Shows the percentage of respondents that consider the brand a leader in its particular field
- A good metric to gauge overall perception

BRAND PERCEPTIONS

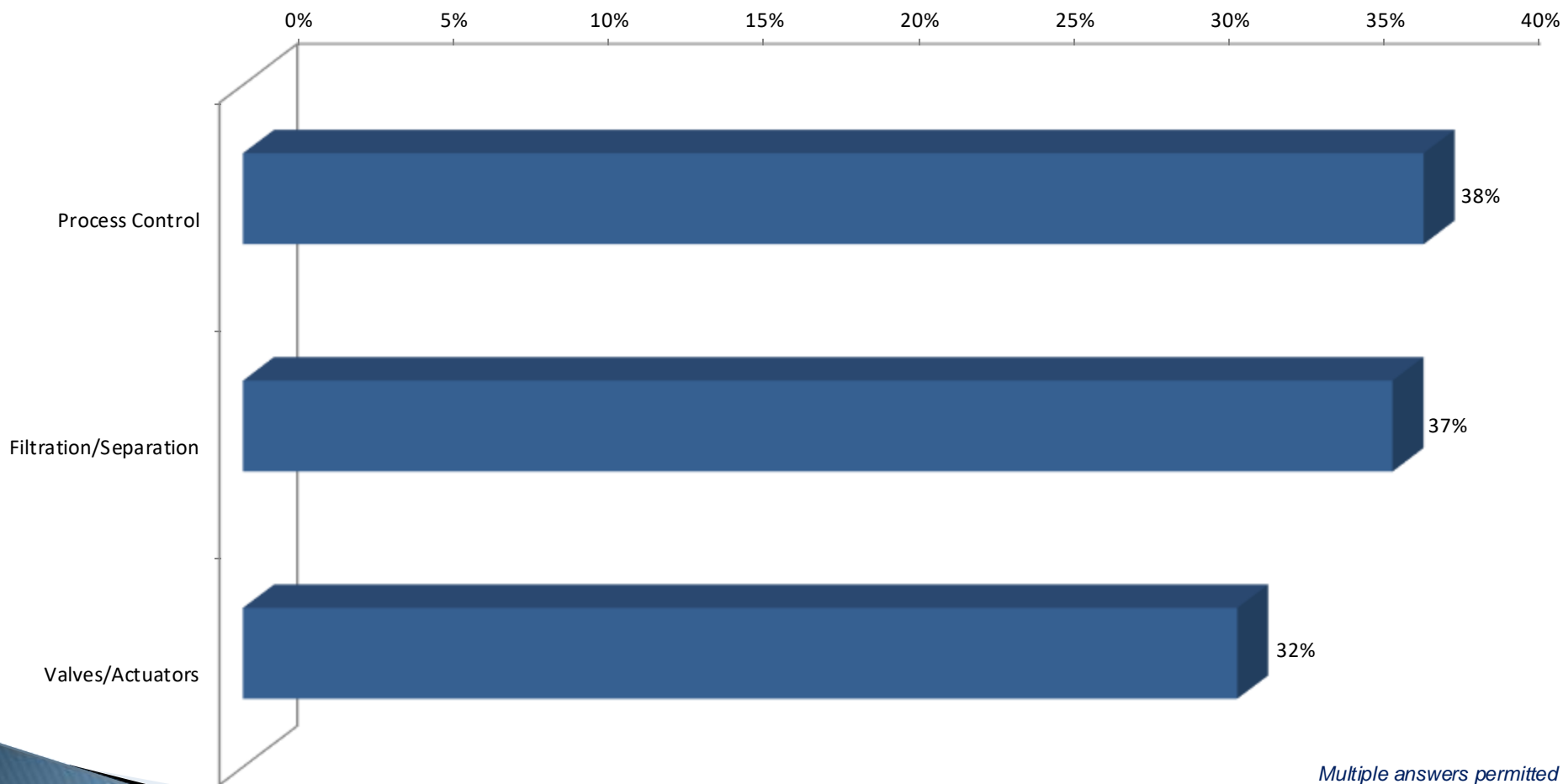
- Shows the percentage of respondents that favorably associate each attribute with each brand (Examples can include price, service, value, quality, innovation, reputation, availability, etc.)
- This metric can explain the “why” behind **Purchase Consideration** scores

MARKET PERCEPTION SCORE

- Shows the score for each brand, based on attribute percentages and the *importance* of those attributes
- To calculate the score, each response is weighted based on the importance of that attribute, to that respondent

Decision Makers in each Category

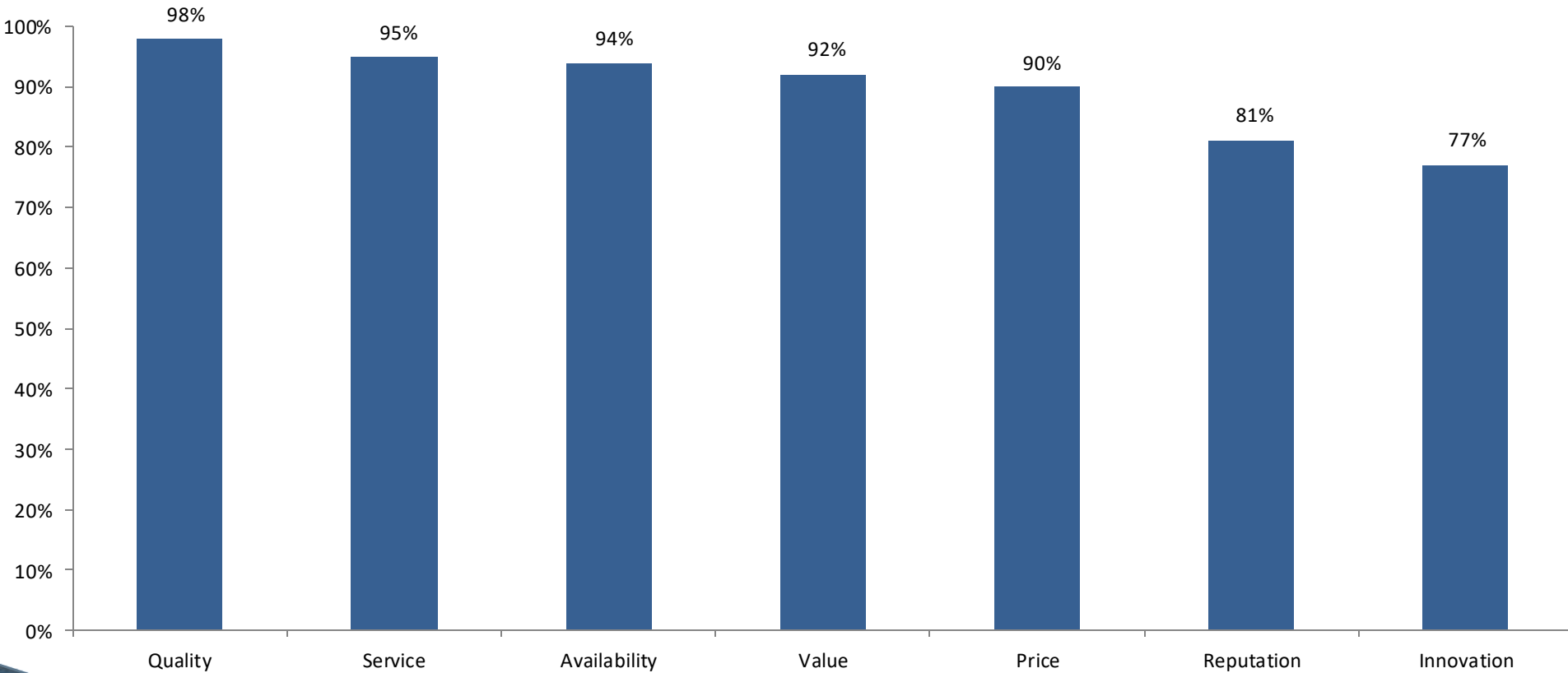
Data for each category is based on the decision-makers (for that category) that responded to the survey.



*Multiple answers permitted
Base: Total Answering*

Importance of Attributes

Very Important/Important (NET) ranked



*Multiple answers permitted
Base: Total Answering*

Results for *Filtration/Separation*

**Based on 155 respondents who are
decision-makers in this category**

Filtration/Separation

Brand Experience

Brand Experience	
Alfa Laval	72%
GEA	44%
John Crane	40%
Eaton	38%
Andritz AG	37%
Pentair	36%
Metso	31%
Filtration Technology Corp	23%
Komline-Sanderson	20%
Toray Membranne USA	17%

Brand Experience	
United Filtration Systems	17%
Flottweg	14%
Pope Scientific	12%
Mann + Hummel Water + Fluid Solutions	6%
Freudenberg Filtration	5%
Tekleen Automatic Filter	5%
B&P Littleford	4%
Herding GmbH	4%
GKD	2%

*Multiple answers permitted
Base: Total Answering*

Filtration/Separation

Purchase Consideration

Purchase Consideration	
Alfa Laval	69%
GEA	38%
Eaton	36%
John Crane	34%
Andritz AG	32%
Pentair	30%
Metso	29%
Filtration Technology Corp	27%
United Filtration Systems	22%
Komline-Sanderson	20%

Purchase Consideration	
Toray Membranne USA	18%
Flottweg	14%
Pope Scientific	12%
Freudenberg Filtration	11%
Mann + Hummel Water + Fluid Solutions	11%
Tekleen Automatic Filter	10%
GKD	9%
B&P Littleford	7%
Herding GmbH	7%

Multiple answers permitted
Base: Total Answering

Filtration/Separation

Leaders in the Field

Leaders in the Field	
Alfa Laval	55%
GEA	33%
Andritz AG	23%
Eaton	22%
Pentair	20%
Filtration Technology Corp	15%
John Crane	15%
Metso	15%
Komline-Sanderson	12%
United Filtration Systems	11%

Leaders in the Field	
Flottweg	8%
Pope Scientific	6%
Toray Membrane USA	6%
B&P Littleford	3%
Freudenberg Filtration	3%
Herding GmbH	3%
Mann + Hummel Water + Fluid Solutions	3%
Tekleen Automatic Filter	3%
GKD	2%

*Multiple answers permitted
Base: Total Answering*

Filtration/Separation: Brand Perceptions

Price	
Metso	38%
Eaton	35%
Pentair	32%
Alfa Laval	23%
Andritz AG	21%
John Crane	21%
GEA	17%

Price	
*GKD	100%
*Herding GmbH	80%
*Tekleen Automatic Filter	67%
*Komline-Sanderson	42%
*United Filtration Systems	36%
*B&P Littleford	33%
*Filtration Technology Corp	32%
*Pope Scientific	29%
*Toray Membranne USA	29%
*Flottweg	28%
*Freudenberg Filtration	20%
*Mann + Hummel Water + Fluid Solutions	0%

Service	
Alfa Laval	48%
Metso	38%
Eaton	35%
Andritz AG	34%
John Crane	34%
Pentair	34%
GEA	30%

Service	
*GKD	100%
*Tekleen Automatic Filter	67%
*Komline-Sanderson	53%
*Filtration Technology Corp	47%
*Pope Scientific	43%
*Toray Membranne USA	43%
*Flottweg	39%
*United Filtration Systems	36%
*Mann + Hummel Water + Fluid Solutions	33%
*Freudenberg Filtration	20%
*Herding GmbH	20%
*B&P Littleford	0%

Multiple answers permitted
Base: Total Answering who have had experience with each brand
Note: Percentages are those who favorably associate each attribute with each brand
**Attention: Small base. Data should be used with caution due to higher margin of error.*

Filtration/Separation: Brand Perceptions (cont.)

Value	
Eaton	45%
Andritz AG	39%
Alfa Laval	37%
Pentair	37%
Metso	31%
John Crane	29%
GEA	28%

Value	
*GKD	50%
*Mann + Hummel Water + Fluid Solutions	50%
*Tekleen Automatic Filter	50%
*Flottweg	44%
*Pope Scientific	43%
*Toray Membranne USA	43%
*Herding GmbH	40%
*Filtration Technology Corp	37%
*Komline-Sanderson	37%
*United Filtration Systems	36%
*B&P Littleford	0%
*Freudenberg Filtration	0%

Quality	
Andritz AG	74%
Metso	69%
Alfa Laval	64%
GEA	61%
Eaton	55%
John Crane	50%
Pentair	47%

Quality	
*GKD	100%
*Tekleen Automatic Filter	83%
*B&P Littleford	67%
*Freudenberg Filtration	60%
*Filtration Technology Corp	58%
*Komline-Sanderson	58%
*Flottweg	56%
*Pope Scientific	50%
*Herding GmbH	40%
*Toray Membranne USA	29%
*United Filtration Systems	29%
*Mann + Hummel Water + Fluid Solutions	0%

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Note: Percentages are those who favorably associate each attribute with each brand
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Filtration/Separation: Brand Perceptions (cont.)

Innovation	
Andritz AG	34%
GEA	33%
Metso	31%
John Crane	26%
Alfa Laval	25%
Pentair	24%
Eaton	18%

Innovation	
*GKD	100%
*Tekleen Automatic Filter	50%
*Pope Scientific	36%
*United Filtration Systems	29%
*Herding GmbH	20%
*Flottweg	17%
*Filtration Technology Corp	16%
*Komline-Sanderson	16%
*Toray Membranne USA	14%
*B&P Littleford	0%
*Freudenberg Filtration	0%
*Mann + Hummel Water + Fluid Solutions	0%

Reputation	
GEA	61%
Alfa Laval	48%
Eaton	45%
John Crane	39%
Pentair	39%
Andritz AG	37%
Metso	34%

Reputation	
*GKD	100%
*B&P Littleford	67%
*Flottweg	61%
*United Filtration Systems	57%
*Pope Scientific	50%
*Tekleen Automatic Filter	50%
*Komline-Sanderson	47%
*Filtration Technology Corp	37%
*Freudenberg Filtration	20%
*Herding GmbH	20%
*Toray Membranne USA	7%
*Mann + Hummel Water + Fluid Solutions	0%

Multiple answers permitted
Base: Total Answering who have had experience with each brand
Note: Percentages are those who favorably associate each attribute with each brand
**Attention: Small base. Data should be used with caution due to higher margin of error.*

Filtration/Separation: Brand Perceptions (cont.)

Availability	
Pentair	39%
Eaton	35%
Alfa Laval	32%
Andritz AG	26%
John Crane	26%
GEA	22%
Metso	16%

Availability	
*GKD	50%
*United Filtration Systems	43%
*Herding GmbH	40%
*Filtration Technology Corp	37%
*Tekleen Automatic Filter	33%
*Pope Scientific	29%
*Flottweg	22%
*Komline-Sanderson	21%
*Toray Membranne USA	21%
*Freudenberg Filtration	20%
*Mann + Hummel Water + Fluid Solutions	17%
*B&P Littleford	0%

Multiple answers permitted

Base: Total Answering who have had experience with each brand

Note: Percentages are those who favorably associate each attribute with each brand

**Attention: Small base. Data should be used with caution due to higher margin of error.*

Filtration/Separation: Market Perception Score

	MPS
GKD	80
Tekleen Automatic Filter	50
Filtration Technology Corp	36
Alfa Laval	35
Komline-Sanderson	35
Pope Scientific	35
Eaton	34
Herding GmbH	34
Andritz AG	33
United Filtration Systems	33

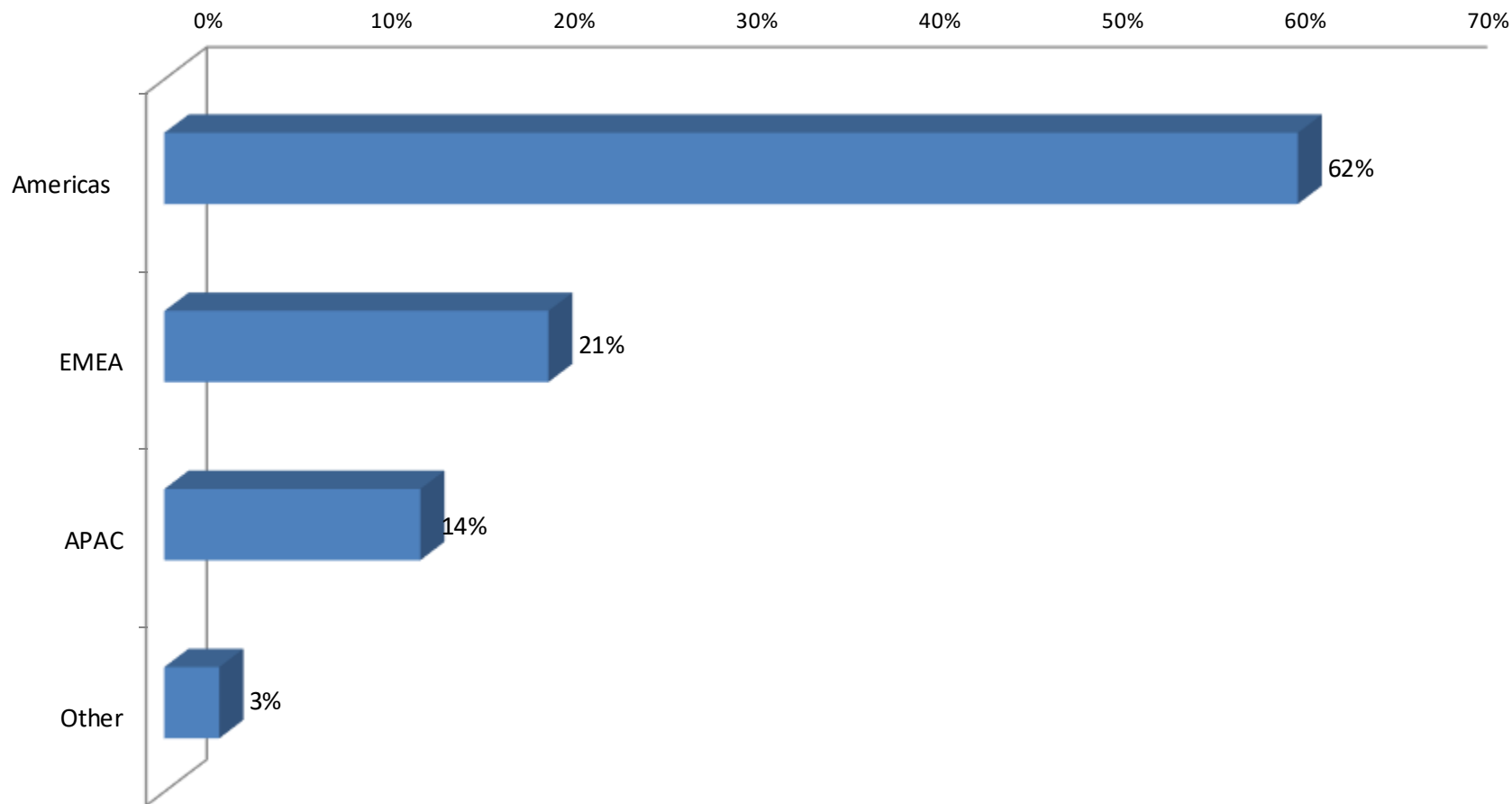
	MPS
Flottweg	32
Metso	32
Pentair	32
GEA	31
John Crane	29
Toray Membranne USA	23
B&P Littleford	20
Freudenberg Filtration	18
Mann + Hummel Water + Fluid Solutions	12

Scores are based on attribute favorability and the importance of that attribute. They are calculated by weighting each response based on the importance of that attribute, per respondent.

Respondent Profile

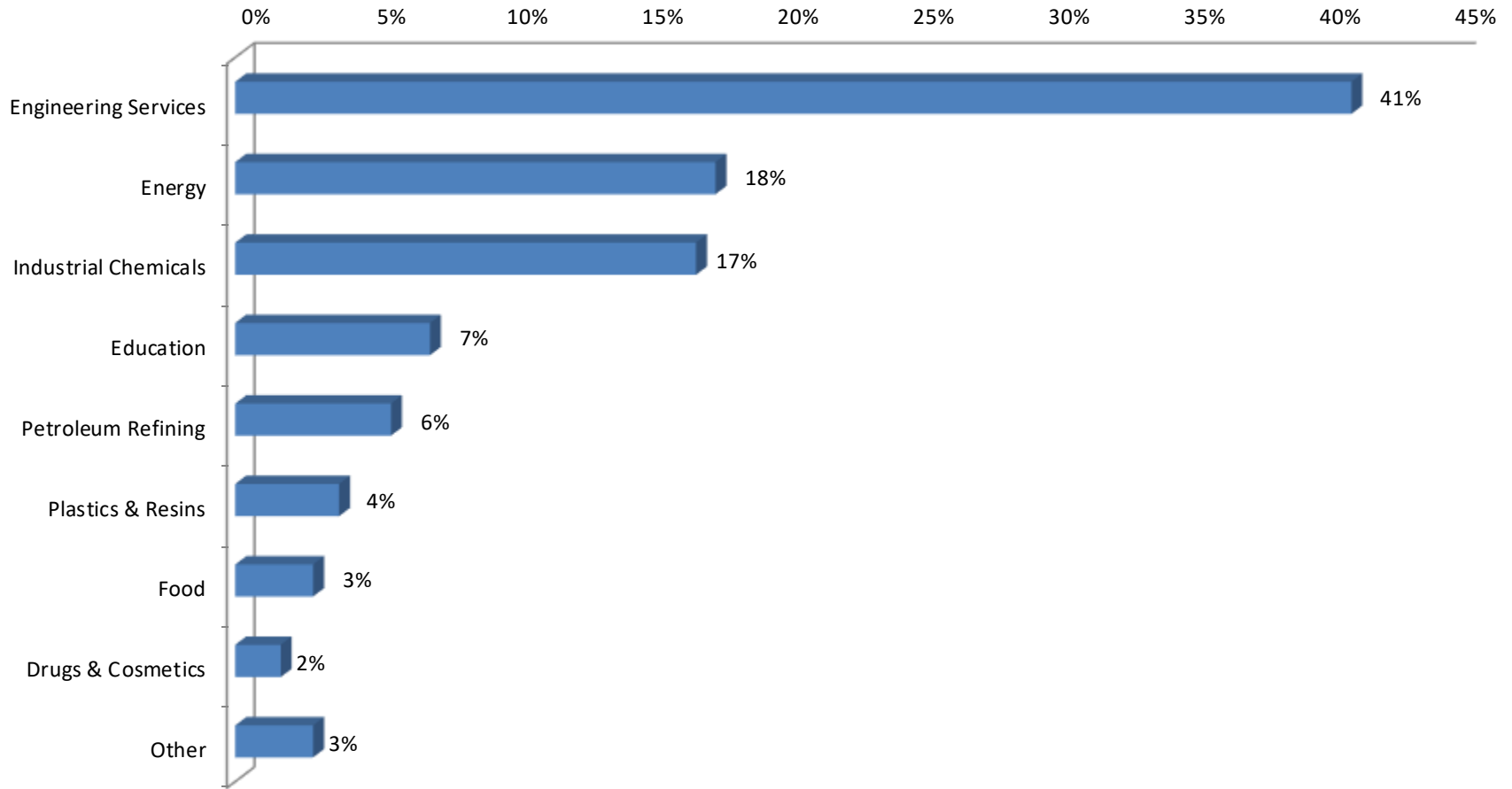
Based on all respondents

Geographics



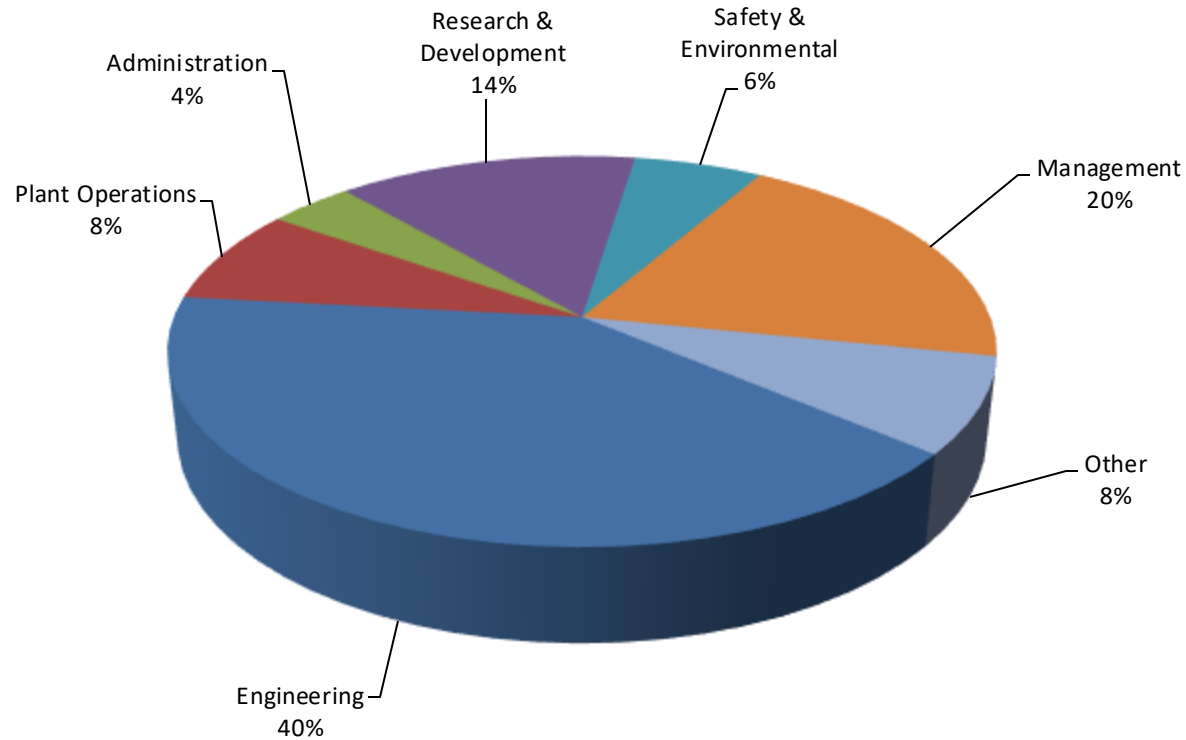
Base: Total Answering

Company's Operations



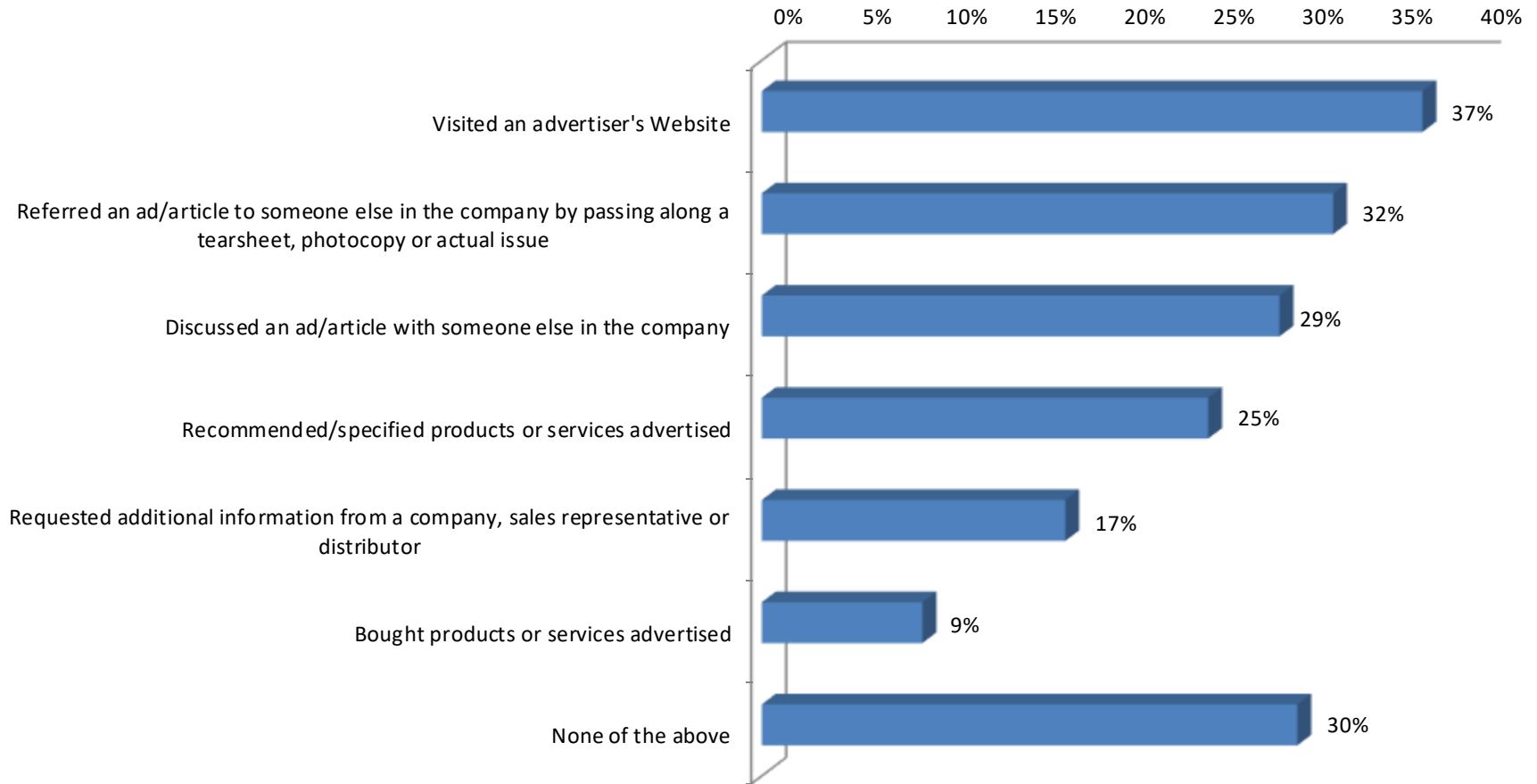
Base: Total Answering

Job Title/Function



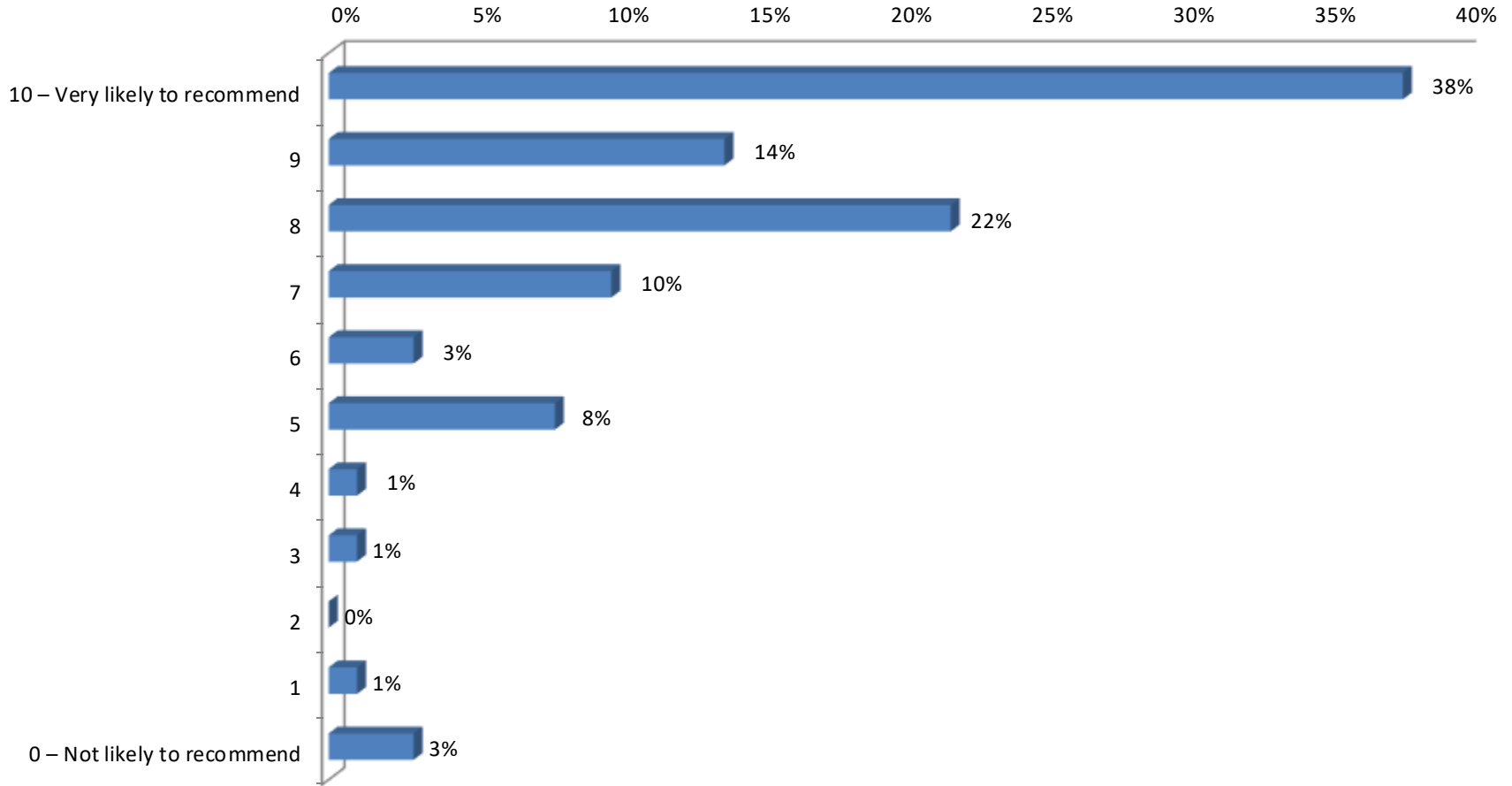
Base: Total Answering

Action(s) taken



Multiple answers permitted
Base: Total Answering

Likely to Recommend



Net Promoter Score: 35

Base: Total Answering