

Magnetrol International, Orion Instruments, and TechStar Announce New Strategic Alliance for Level Applications

Houston, TX – November 6, 2020: Magnetrol International, the top global manufacturer of process control measurement instrumentation, announced a new partnership with TechStar, the leading full-service manufacturer representative company of the Southern Gulf Coast and surrounding states. Together, TechStar, Magnetrol, Orion Instruments, a Magnetrol International Company (the leading maker of custom-engineered magnetic level indicator [MLI] solutions), offer process industries the most trusted level control solutions coupled with full-service customer support.

Magnetrol offers an extensive range of innovative process control solutions. They have a reputation as the most tried-and-true manufacturer of level control instrumentation. This reputation includes Magnetrol's affiliated company, Orion Instruments, which manufactures the most advanced MLI solutions on the market. Orion products combine market-tested MLI design principles with the latest digital sensing technologies to create an extensive range of custom-engineered MLI solutions.

TechStar now represents Magnetrol's full range of level instrumentation and Orion Instruments' specialized MLI solutions in Texas, Louisiana, Oklahoma, and New Mexico. This new alliance between TechStar and Magnetrol/Orion Instruments means their customers can take full advantage of TechStar as the one-stop shop for instrumentation solutions, including assistance through the purchasing, setup, maintenance, and training on their manufacturers' equipment.

Now, customers have an abundance of expertise readily available to help them identify the best products for their level control applications, ensuring they get the complete solution that fits their unique needs.

About Magnetrol and Orion Instruments

For 85 years, [Magnetrol International](#) has been an industry leader in manufacturing a diverse portfolio of measurement and control technology solutions to solve complex level and flow challenges. Their extensive product line offers versatility and adaptability to better meet control challenges, reduce operating costs, and improve productivity. While product innovation has made Magnetrol a widely recognized name in level and flow control, it's their commitment to solving tough application problems that has strengthened their customer relationships.

Since 2001, [Orion Instruments](#), A Magnetrol Company, has become a globally recognized and respected manufacturer of high quality magnetic-based instrumentation and is an acknowledged leader in the design, manufacture, and marketing of magnetic level technologies. With over 200 global representatives, multiple offices around the world, and remarkable products and service, Orion Instruments is committed to their customers' success. Orion's MLIs are custom designed and manufactured to solve some of the industry's most difficult applications and withstand the world's toughest conditions. Orion has thousands of installations ranging from Arctic settings to steaming jungles, harsh marine environments to searing deserts, in over 32 countries around the world.

About TechStar

Since 2001, [TechStar](http://www.techstar.com) has been the one-stop-shop for quality instrumentation and analytical devices, training, and application solutions. They are a leading manufacturer representative in the oil and gas, energy, water/wastewater, food and beverage, and pharmaceutical industries. TechStar offers instrumentation and analytical solutions that encompass the entire lifecycle of products and services.

TechStar has an established reputation in Texas, Oklahoma, New Mexico and Arkansas. They are rapidly expanding their footprint with new partnerships in Louisiana and more areas soon to be announced. With deep roots in every community they serve, TechStar's culture focuses on building meaningful relationships between their partners and customers.

For More Information

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