



International Sugar Organization

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EXECUTIVE DIRECTOR

**Press Release(20)60
(English only)**

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BEETROMETER® Event Invitation

The Executive Director would like to draw your attention to the KWS BEETROMETER® Event on 29th October.

KWS will be hosting the annual BEETROMETER® Event on 29th October, showcasing the latest developments for Beet quality Analysis during the event. Attached is the invitation to the event.

Kindly register to attend the event. As it will be a web event, it is very easy to attend. The meeting will last for 70 minutes.

KWS BEETROMETER®: BEET QUALITY ANALYSIS FOR THE 21st CENTURY

We are very pleased to invite you to our annual BEETROMETER® Event. The KWS BEETROMETER® is an innovative system for beet quality analysis. To learn more about this innovative system in 70 minutes, please register via the link below.

The BEETROMETER® Event this year will take place digitally on **October 29th, 2020** at 2 pm (UTC +2).

1	Welcome	5 min
2	KWS: Beet Quality Analysis for the 21 st Century	15 min
3	Putsch®: Tare House Solutions	10 min
4	Polytec: NIR Spectroscopy for Industrial Quality Control	10 min
5	American Crystal Sugar Company: Live Interview with BEETROMETER® Customer No. 1	15 min
6	Q&A	15 min

KWS has developed the BEETROMETER® after ten years of research and development together with its breeding operations and industry partners.

With the KWS BEETROMETER® the entire process of beet quality analysis right from sample preparation (20-100kg) to the measurement is carried out in 20 seconds. This fully automated system is already in operation in sugar factories, breeding stations and research labs. A BEETROMETER® unit can be integrated into existing quality control labs or installed at greenfield projects.

Find more information about the [KWS BEETROMETER®](#) on our website.

Please contact us if you have any questions. We would be happy to welcome you at our BEETROMETER® Event!

Please feel free to forward this information to people who might also be interested.

Thanking you and best regards,

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