



Current situation of the Dilucup market



LabRobot Distributor Meeting – Lökeberg – September 08, 2011

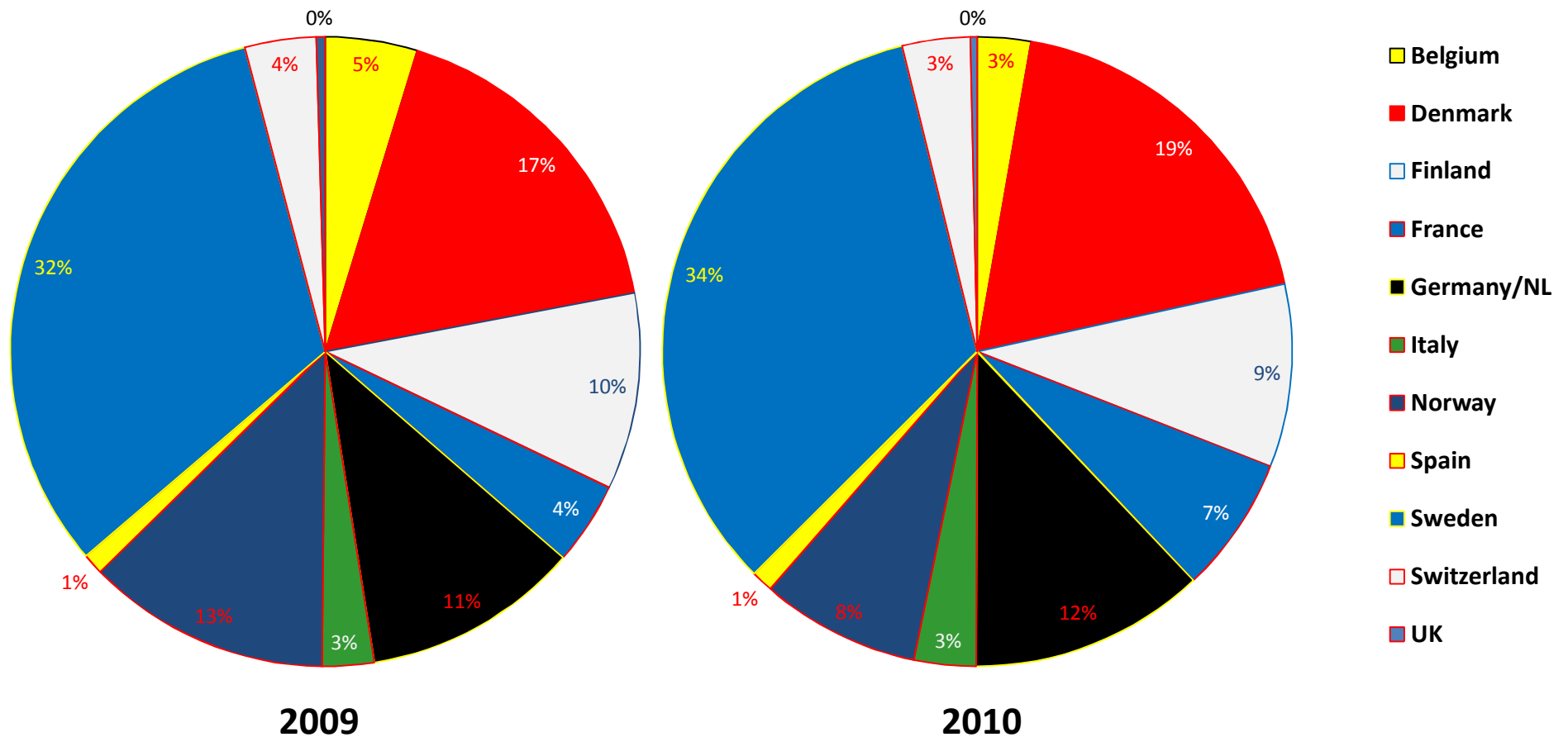
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Some facts about Dilucup

- Unique method.** There is a Japanese competitor but which is not (yet) fulfilling the ISO standards requirements
- Patented method.** The patent is still valid for 9-10 years
- Dilucup is almost always seen as **an interesting product** when presented to a potential user → enthusiastic customers
- Dilucup is **easy to demonstrate**
- Dilushaker is a **rather cheap machine** compared with other lab equipments → low investment

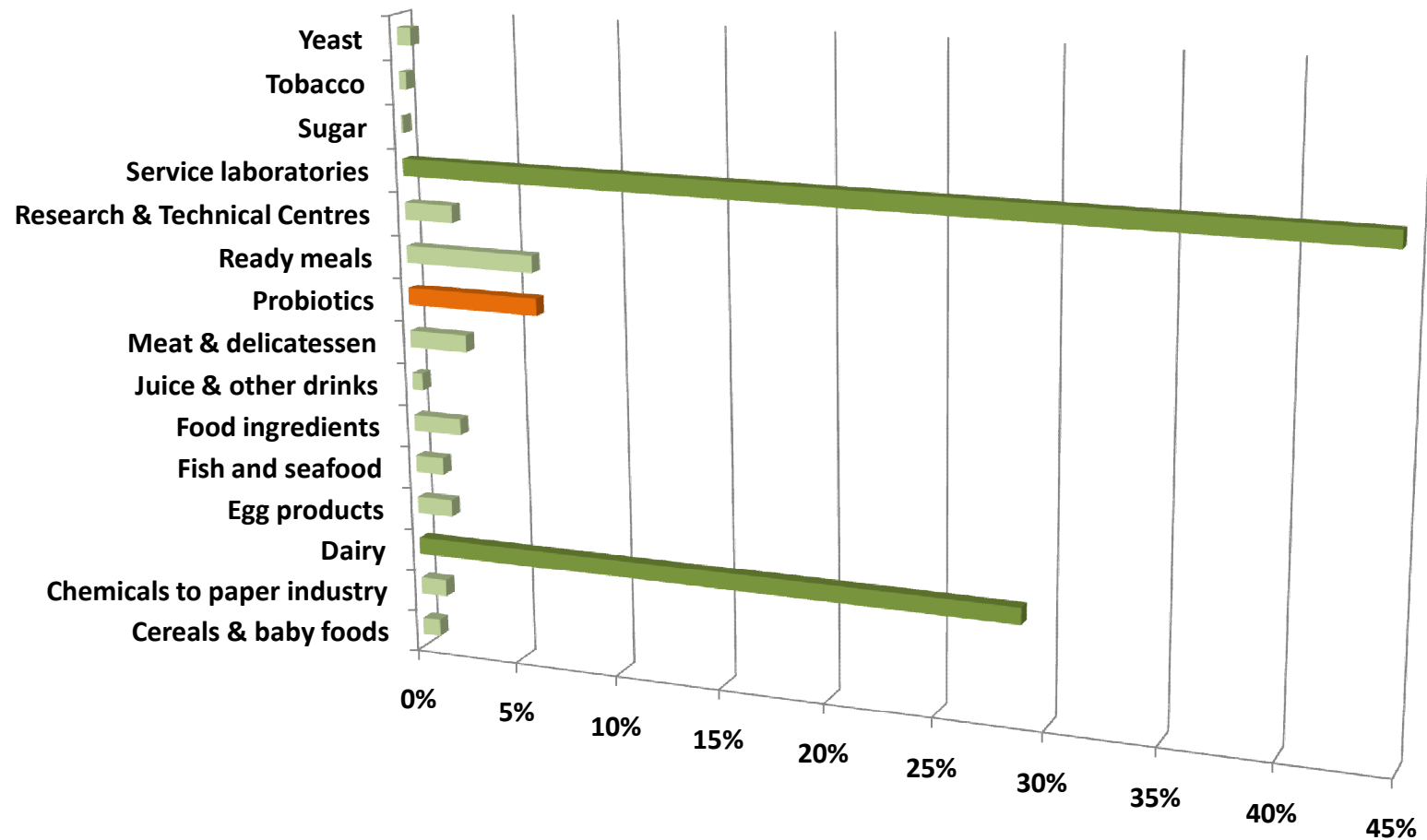
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Where are our customers in Europe?



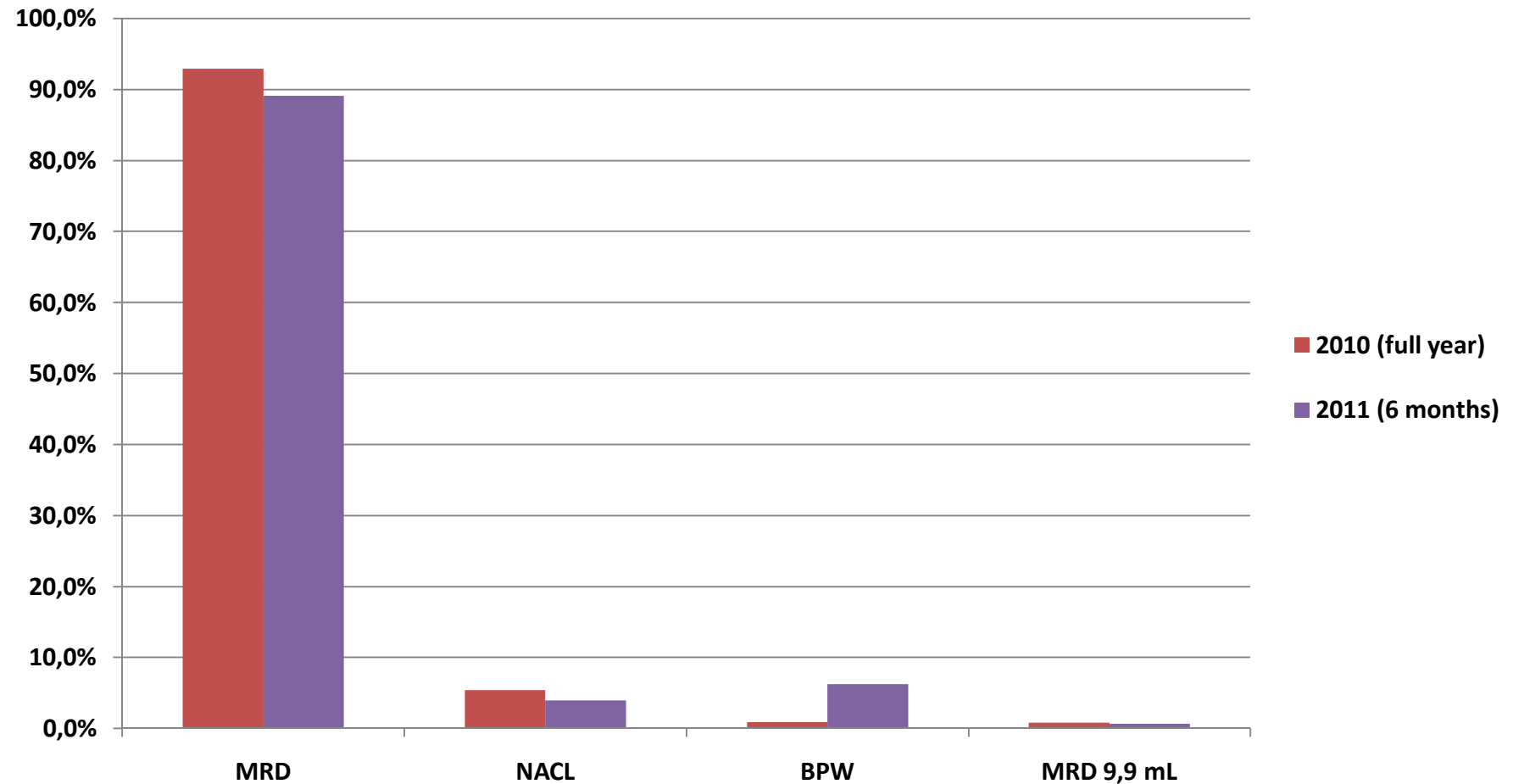
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To which sector belong our customers? (Sweden 2010)



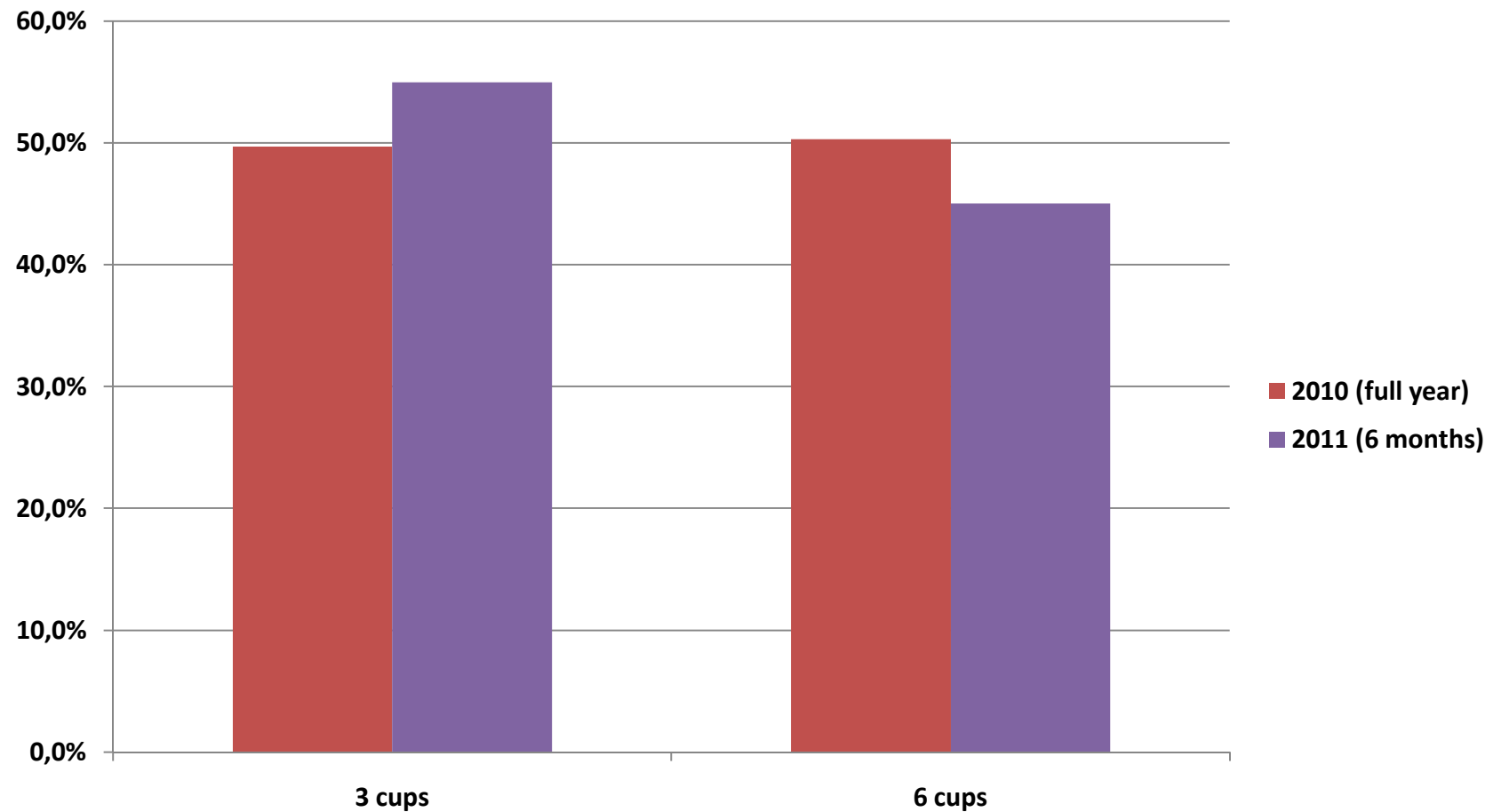
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What kind of Dilucup do they use?



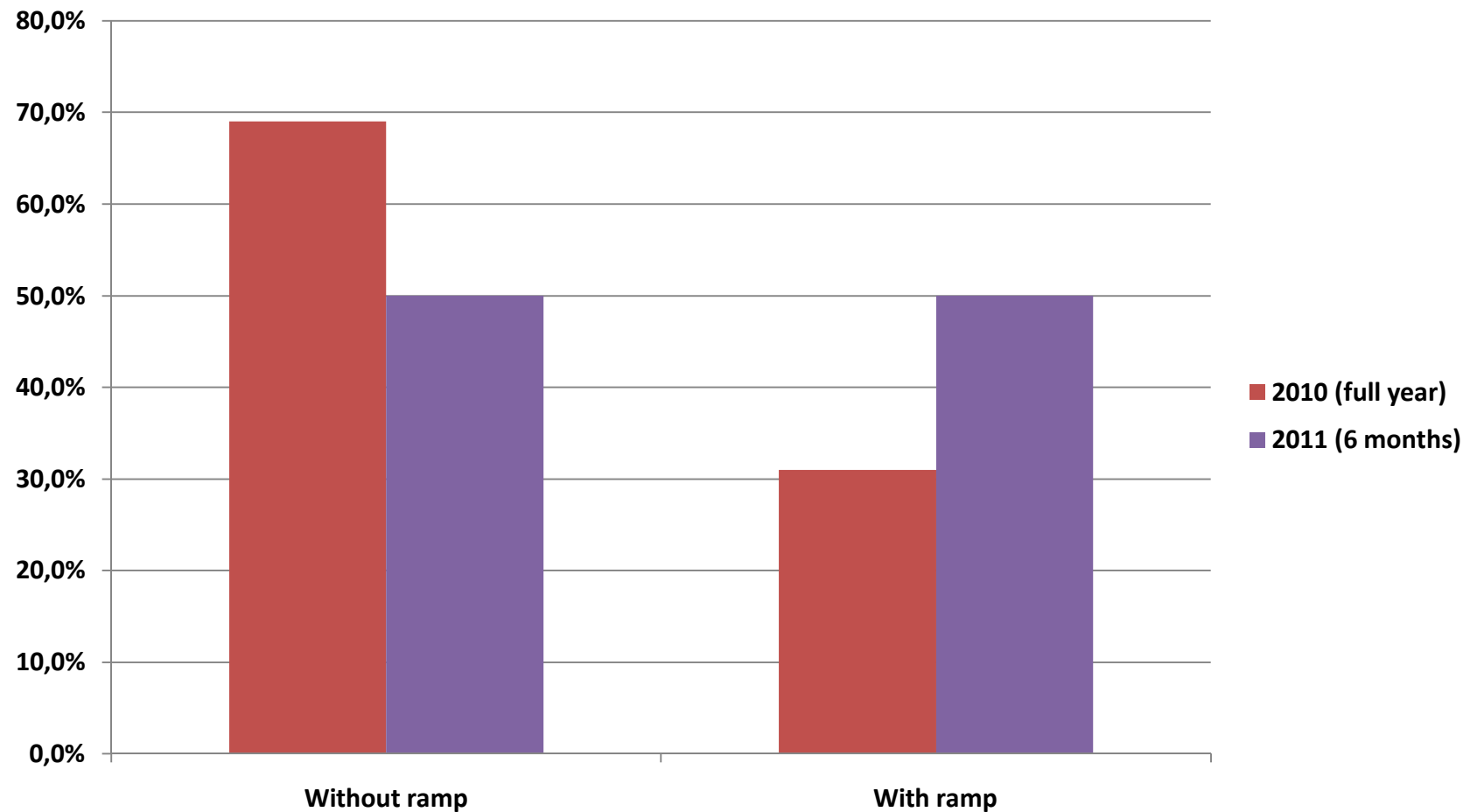
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What is the favourite format?



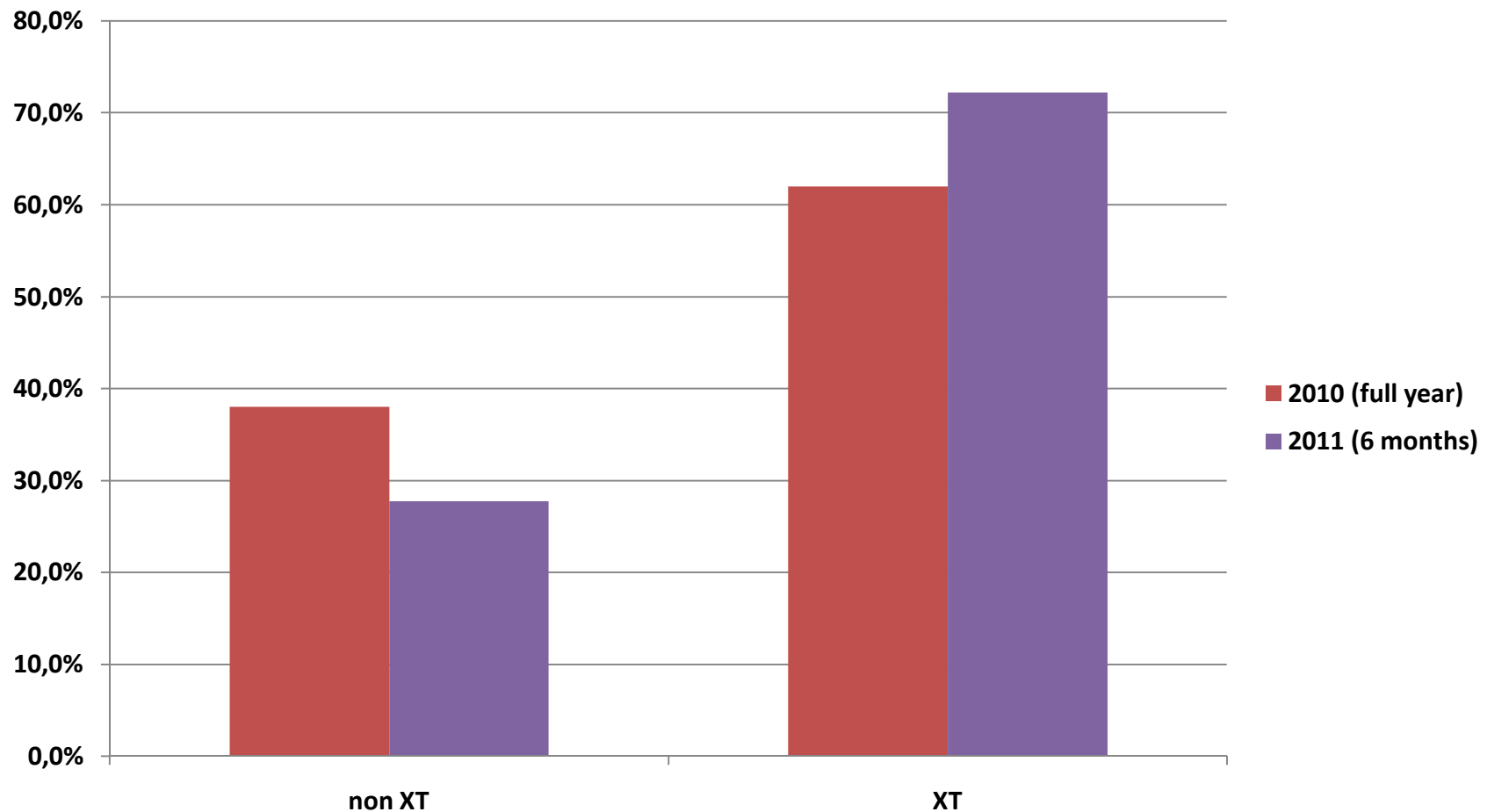
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Dilushaker with or without ramp?



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Extractible tray or not?



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Next steps?

- Today, Dilucup is a mature product with a **reliable production** and a **secured quality**
- It is the **favourite dilution method** in the north of Europe
- The “Dilucup revolution” is on-going in the rest of Europe but the development is still too slow
- Be creative and aggressive** on your market and LabRobot will support you
- More sales → More production → Lower production costs → Better possibilities on all markets

Thank you very much for your attention!

DILUCUP
10 YEARS
IN MICROBIOLOGY
2001 - 2011

