LabRobot's dilemma

LabRobot Distributor Meeting – Stenungsund – October 13, 2017

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Our dilemma

LabRobot's dilemma:

- We can live only with our sales of Dilucup System, but you (distributor) cannot,
- We think about Dilucup permanently, but you have a lot of other ranges to take care of,
- We would love to be out on the field with your team everyday, but your available time for us is limited,
- Our product is technically simple, and your customers and salespeople prefer to deal with more scientifically complicated solutions.

Our dilemma

1- What can we do to make you allocate more time to us and our products?

2- What can we do to make the Dilucup System more visible on the market?

3- What can we do to increase the technical/scientific content of our product offering?

Our dilemma

What can we do to make you allocate more time to us and our products? (1)

Remember that Dilucup Elegance is a consumable generally used on a routine basis in a laboratory.

You should not calculate the potential market on a one-year scale but on a longer period.

Let's take 2 examples:

- Emåmejeriet (Swedish dairy)
- Apotek Production & Laboratorier (Drugs & Medicines)

Our dilemma



- Started a trial in June 2010 with a 2nd-hand Dilushaker II from 2007
- Bought the Dilushaker in September 2010 (approx. 500 €)
- Since they started, they have ordered a total of 51 576 cups for a turn-over of 258 590 SEK (approx. 27 200 €)
- Number of visits during these 7 years = 3 (2 in 2010)

→ 0,53 € / cup → 9 070 € / visit

Our dilemma

- The site of Malmö started a trial in January 2013 with a new Dilushaker III
- The site of Stockholm started to use Dilucup in March 2015
- APL bought a total of 4 Dilushakers (2 per laboratory)
- Since they started, they have ordered a total of 35 112 cups for a turn-over of 227 420 SEK (approx. 23 900 €)
- Number of visits during these 5 years = 4 (2 in 2013)

→ 0,68 € / cup → 5 975 € / visit

In addition APL ordered service contracts for all 4 Dilushakers

Our dilemma

The figures, calculated in 2015 and presented during the previous distributor meeting, showed that Dilucup customers used, at that time, approx. 1200 cups/month in average.

Small customers, using around one box Dilucup Elegance/month (≈ 8000 cups/year), should not be neglected as they represent a stable ground, ordering regularly for years. They usually pay high prices, don't request any support, can run for years without being visited and finally contribute very positively to the profit made with the Dilucup System.

Our dilemma

What can we do to make you allocate more time to us and our products? (2)

With the exception of Arla Foods and Eurofins, the Dilucup System is not very spread in multinational groups even if Dilucup is used by a few sites of Danone, Lactalis, Nestlé, ALcontrol, etc…

It's really time to change this situation and we are willing to support your local initiatives and to visit such accounts with you. Can you arrange such visits in your territory in a short/medium term?

Our dilemma

What can we do to make the Dilucup System more visible on the market?

We try to keep our web site updated and have recently:

- Updated the “contact” and “staff” sections,
- Added several direct links allowing visitors to request a demo.



Lab Robot Dilucup Serial Dilution System™

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Our dilemma

What can we do to make the Dilucup System more visible on the market?

Our intention is to start an advertising campaign with ResearchGate in the coming weeks. The concept is to make and advertisement exclusively visible by LinkedIn members having some specific competences in their profile. Food Microbiology, Microbiological analysis and Probiotics could be a targeted combination of skills & expertise.

Our dilemma

Remember that we always make us available to be present on your booth, when you take part in an exhibition attended by potential Dilucup customers. This service is offered free of charge and LabRobot can provide you with appropriate demo material.

We are going to explore possibilities to get the Dilucup named in some food microbiology standards. If you locally have good contacts with certification or standardisation bodies please let us know.



Our dilemma

We produced this year some new give-aways: pens and car USB loaders. Every company will receive a number of these for current and potential customers (don't forget your package before you leave).



Our dilemma

What can we do to increase the technical/scientific content of our product offering?

A possibility is to provide our distributors with some studies performed or financed by LabRobot in order to concretely demonstrate the benefits of the Dilucup System. We did recently invest in our laboratory and will go-on, so that we can fully perform food microbiological analyses. Good offers for necessary equipment (stomacher for instance) are welcome.

Our dilemma

A participation of LabRobot to some appropriate scientific conferences might help the Dilucup to be known by local opinion leaders.

Events dealing with food microbiology, biotechnology or probiotics might be potentially interesting.

Our intention is also to differentiate the commercial support provided by H. Laisis from the scientific support provided by J. Kjellén.

All suggestions and comments about all these topics are warmly welcome.

Tusen takk!

Hartelijk dank !

Дуже дякую!

Merci beaucoup!

Kiitos paljon!

Thank you very much!

Mange tak!

Vielen Dank!

¡Muchas gracias!

Tack så mycket!

Grazie mille!

Moltes gràcies !

Большое спасибо!

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