Current situation of the

Dilucup ELEGANCE *market*

LabRobot Distributor Meeting – Stenungsund – October 12, 2017

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Market situation

Evolution since the previous meeting (September 2015)

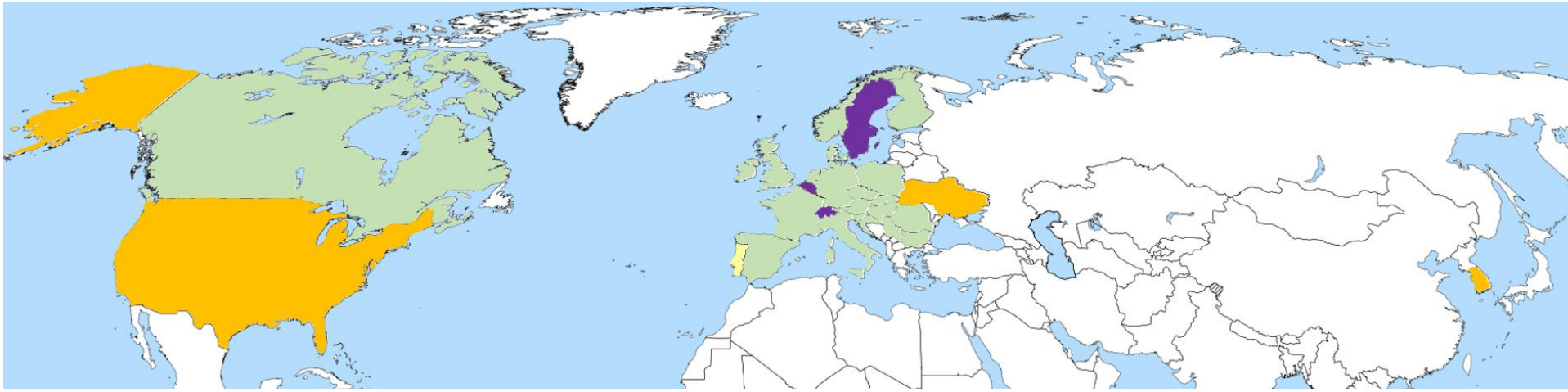
Geographical expansion:

Hardy Diagnostics introduced Dilucup Elegance in the USA in March 2017

Microgiene introduced Dilucup Elegance in South Korea in July 2017

PBV Ukraine is currently introducing Dilucup Elegance in Ukraine

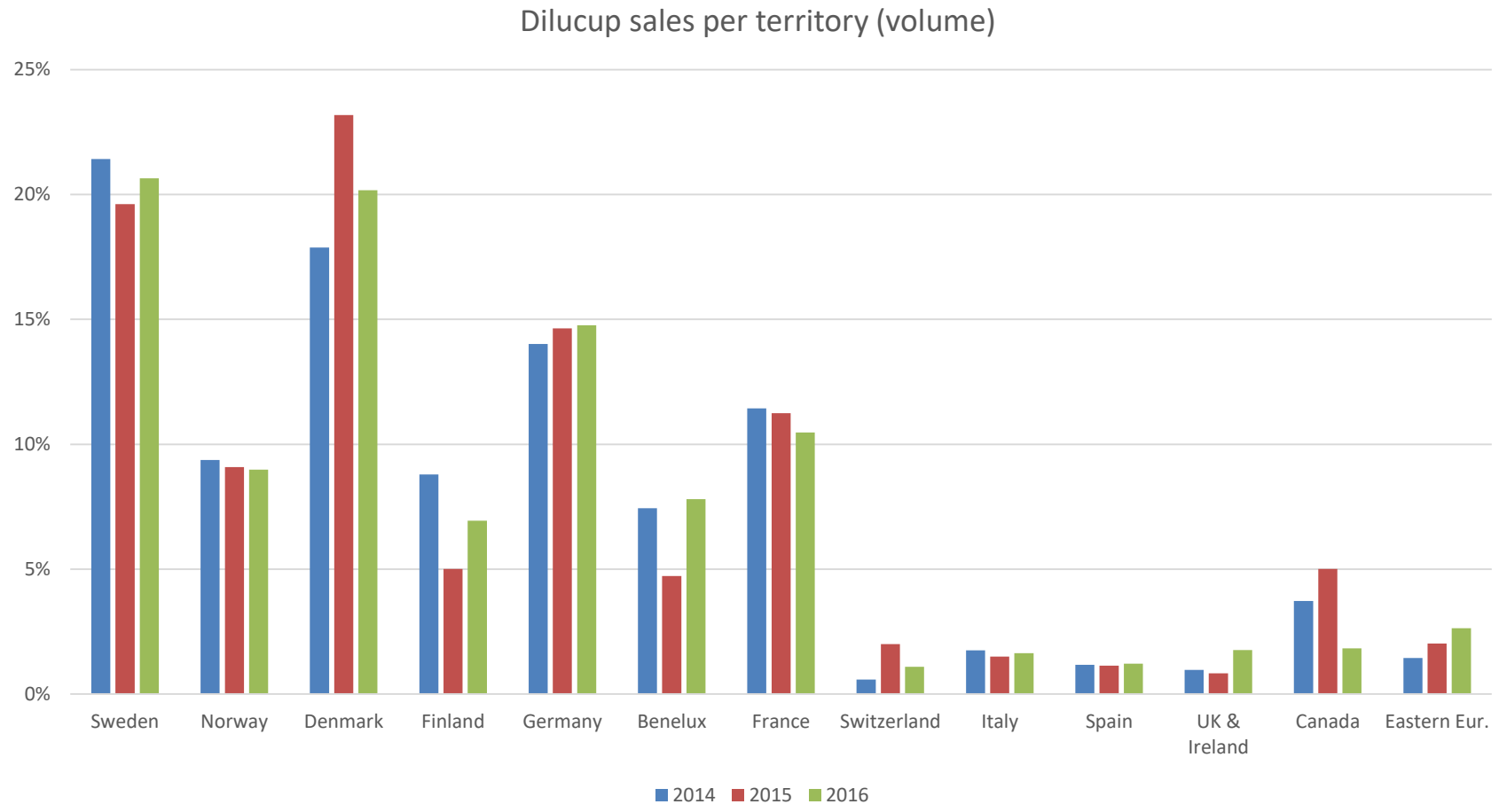
Market situation



Lab Robot Dilucup Serial Dilution System™

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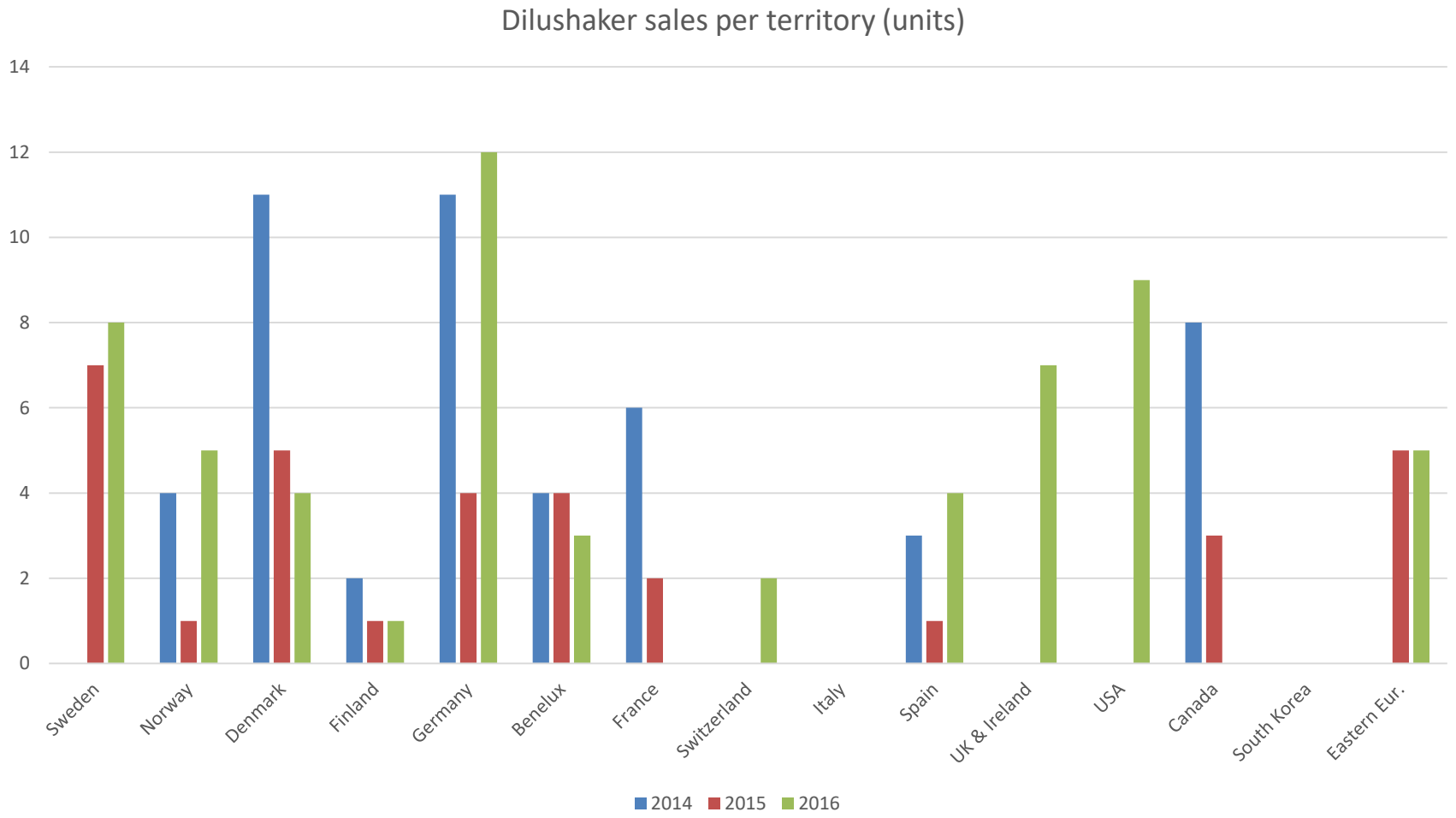
Most popular markets (Dilucup)



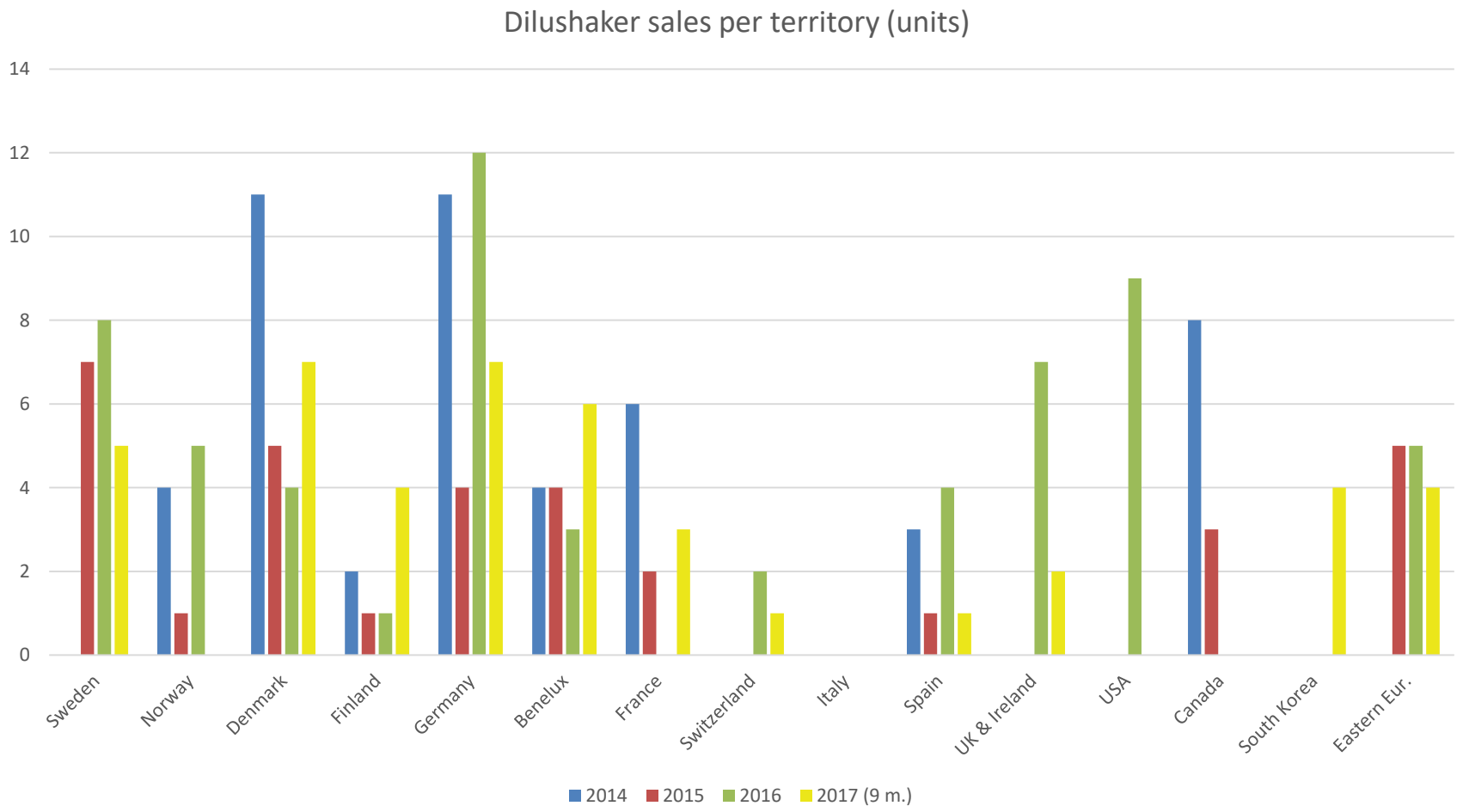
Lab Robot Dilucup Serial Dilution System

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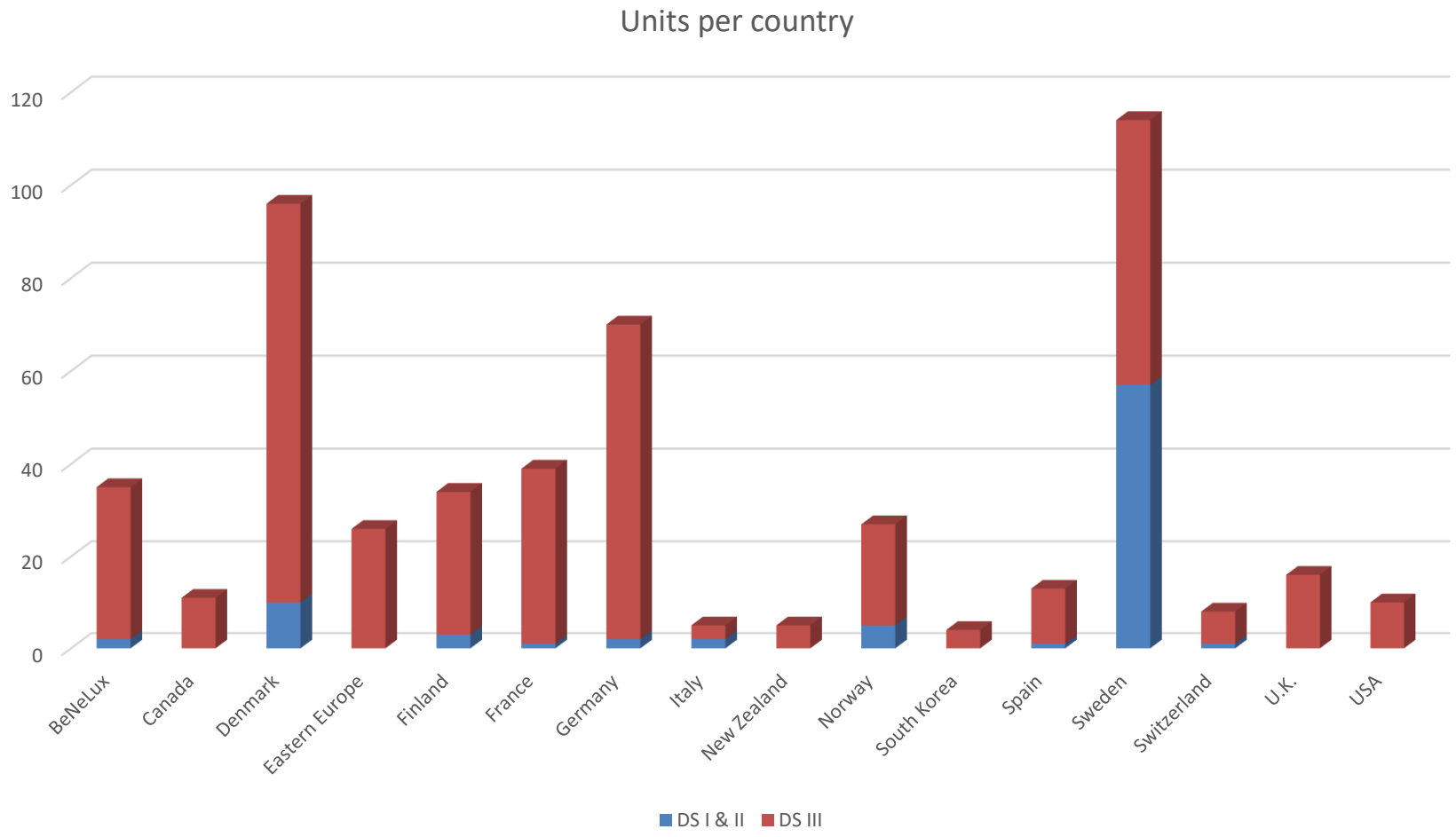
Most popular markets (Dilushaker)



Most popular markets (Dilushaker)



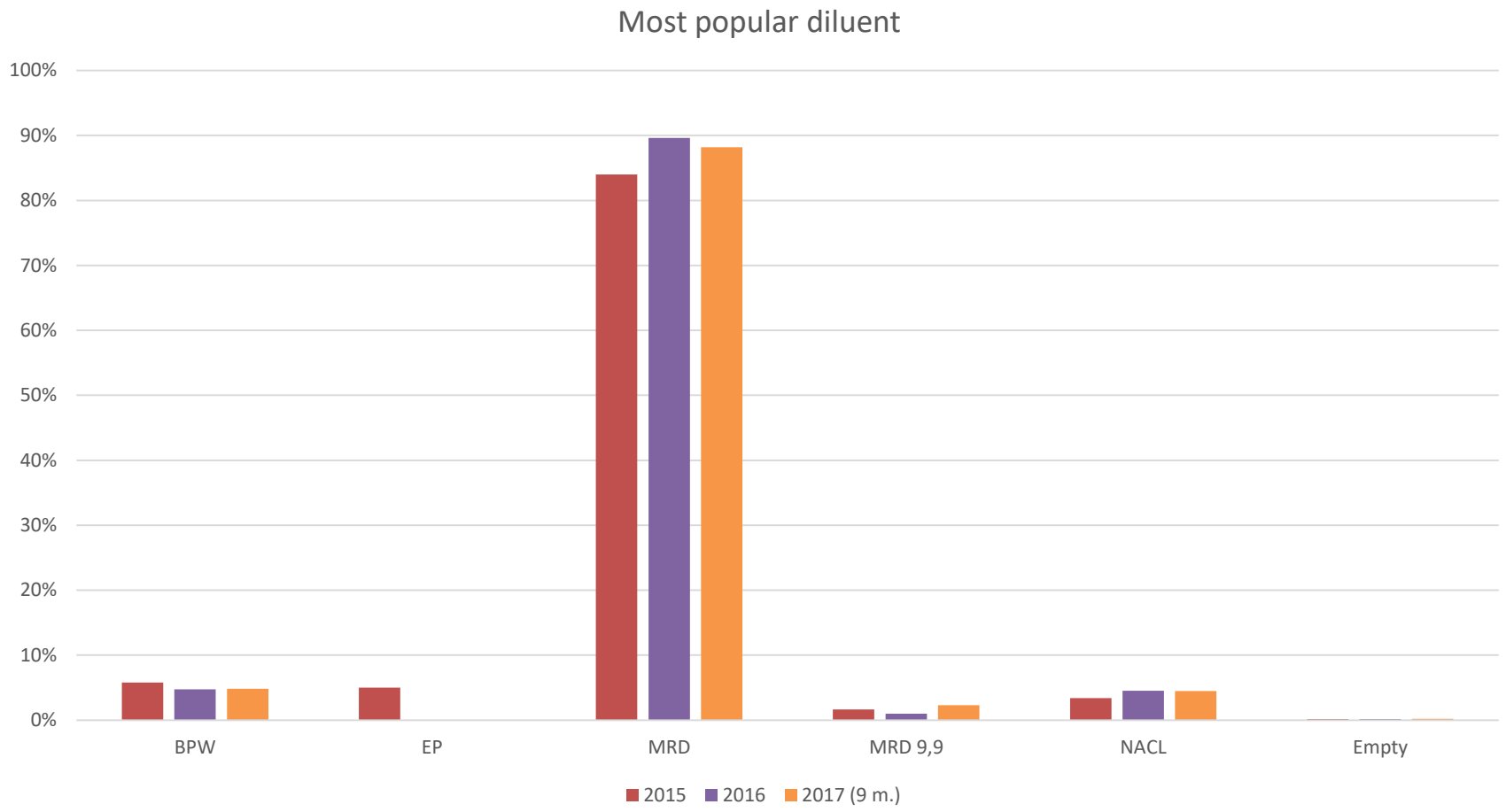
Dilushakers in the world



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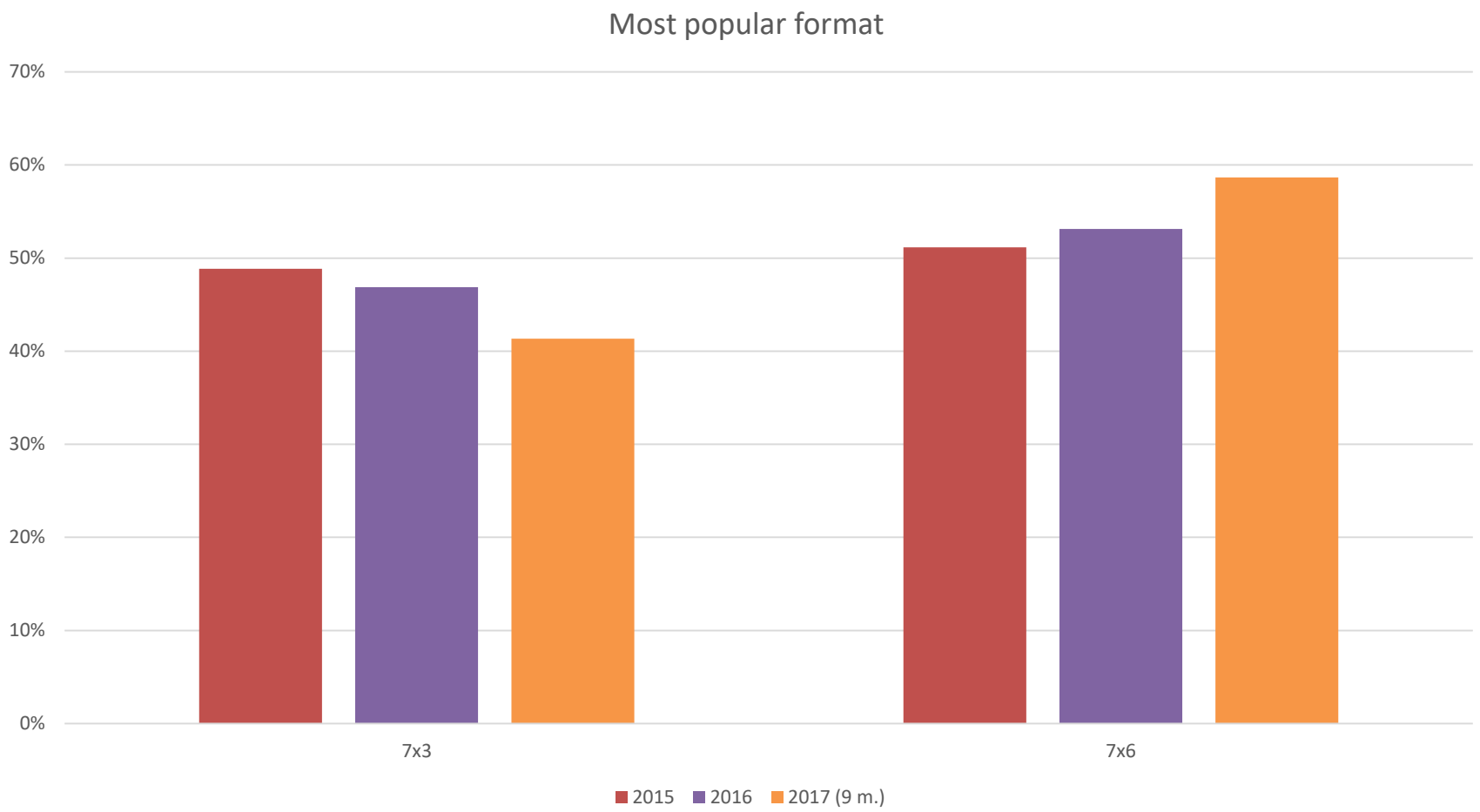
Dilucup sales/diluent



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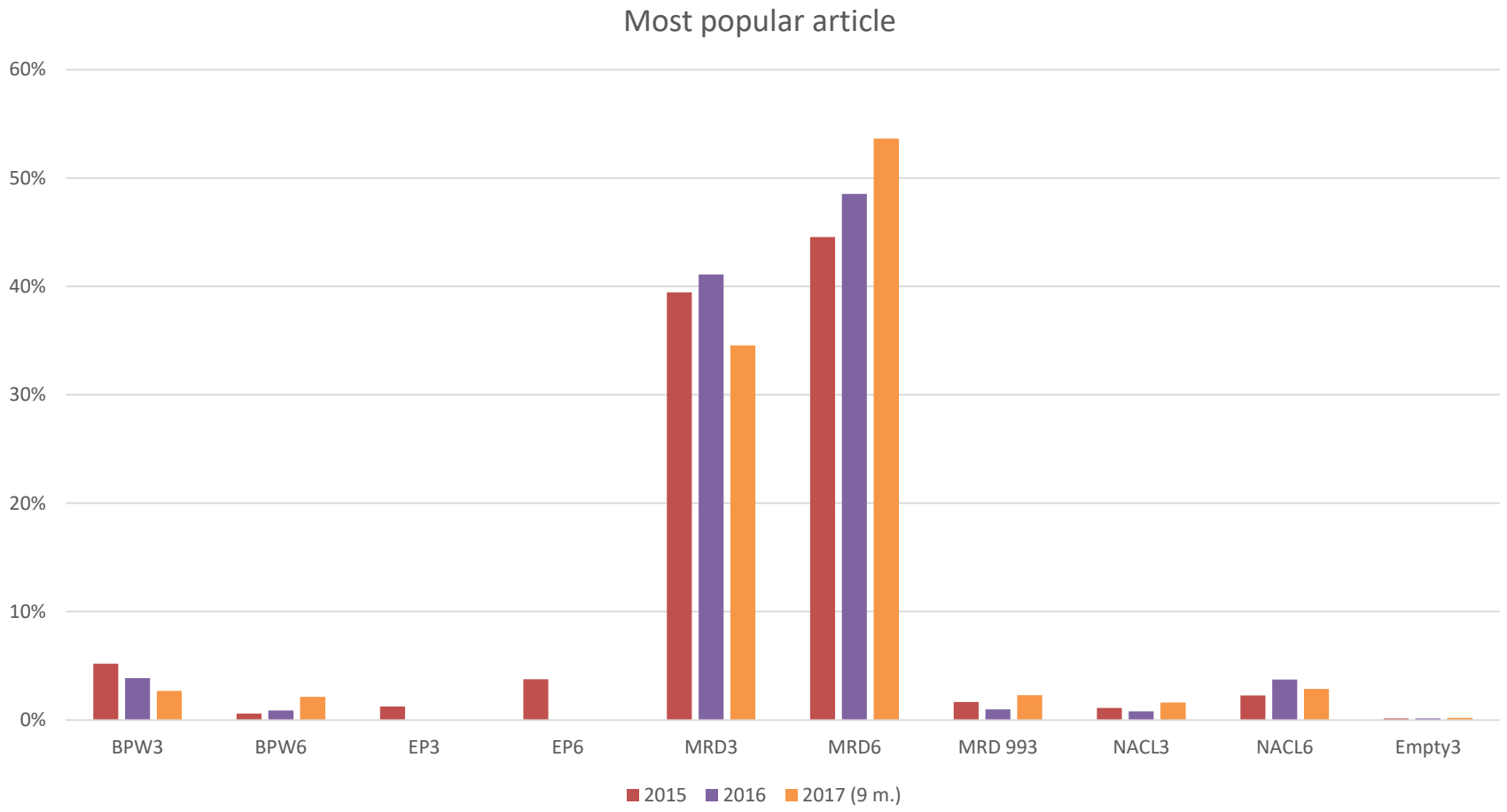
Dilucup sales/format



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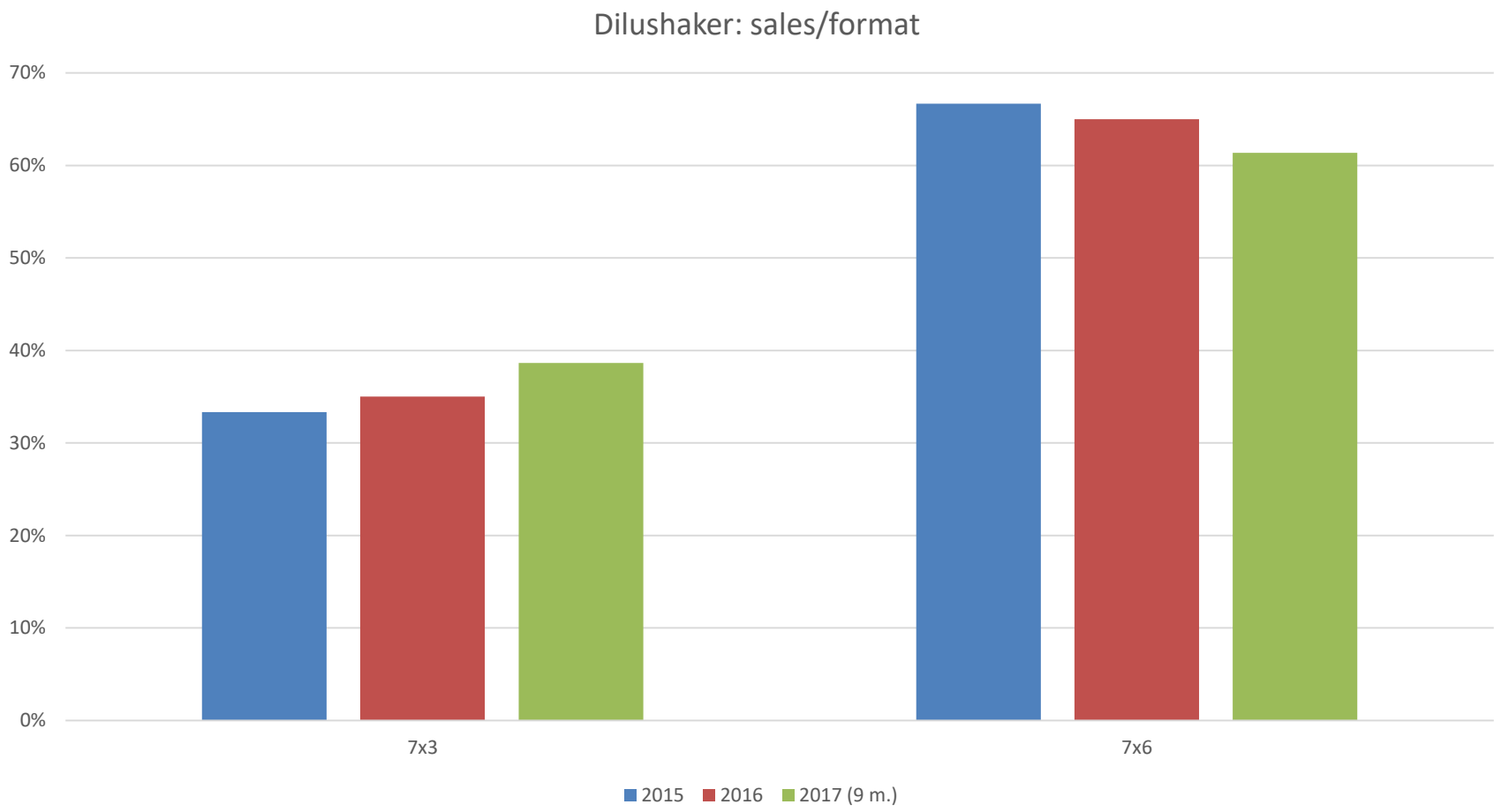
Dilucup sales/article



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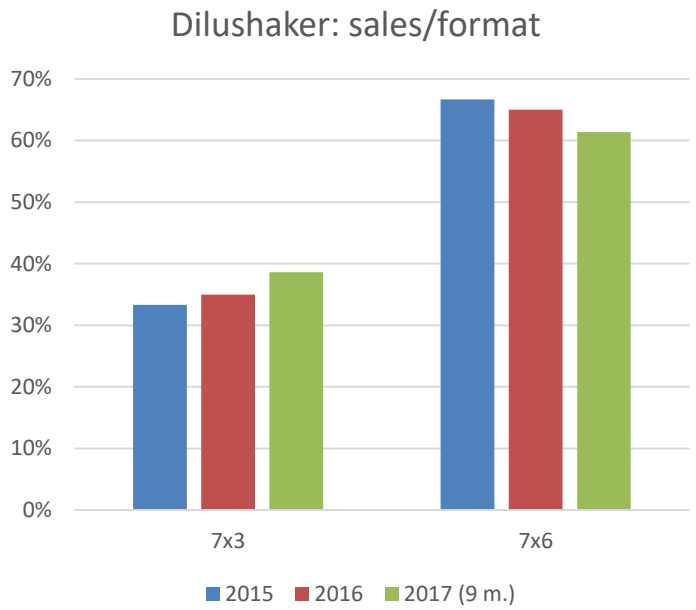
Dilushaker sales/format

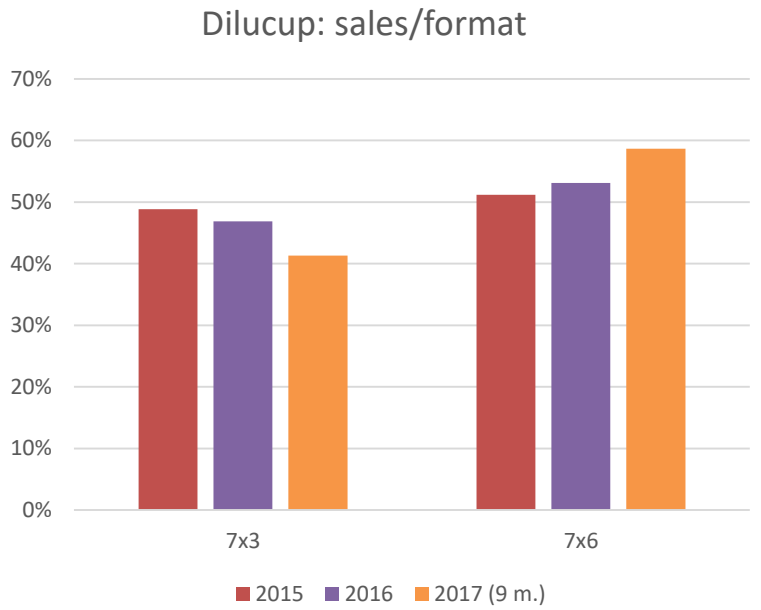


Lab Robot Dilucup Serial Dilution System

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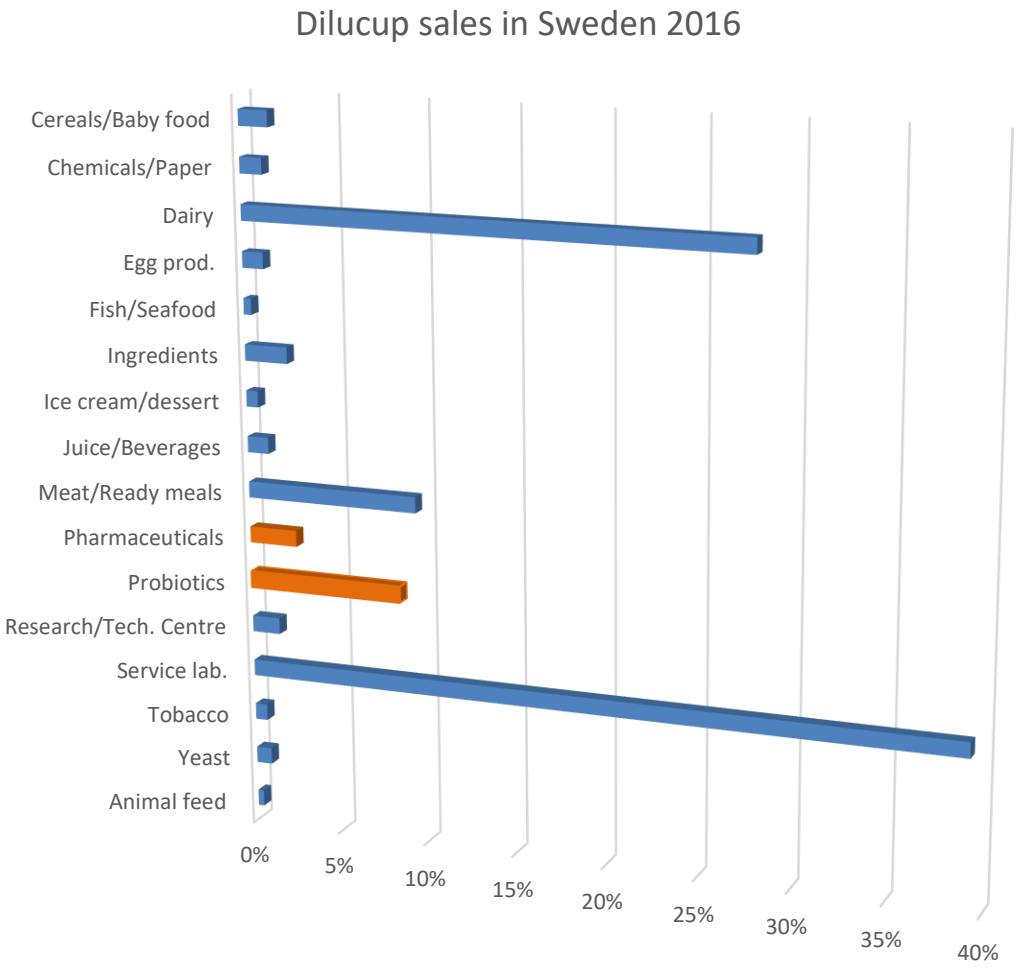
Paradox?

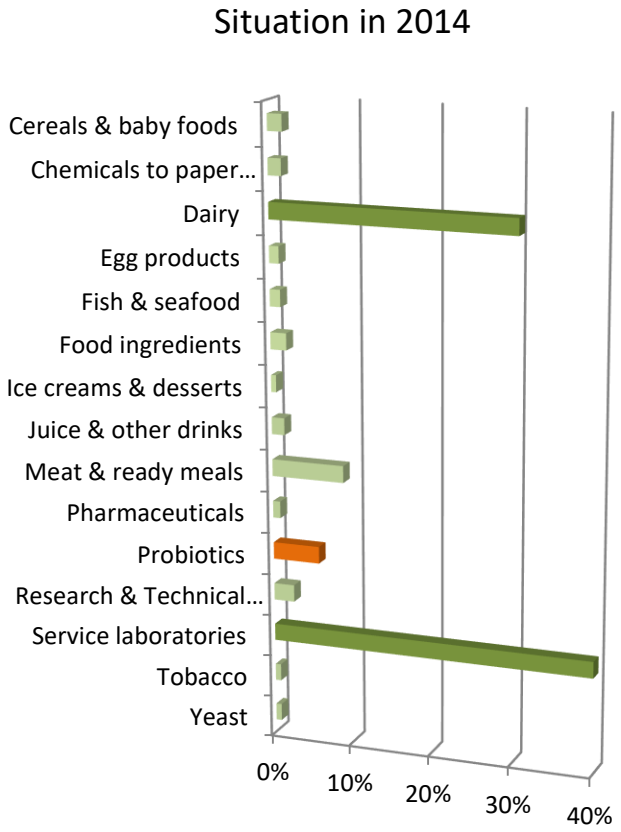




Probably just a confirmation that big customers prefer the 7x6 format

Sales/industry





Lab Robot Dilucup Serial Dilution System

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Need for new products?

Our main challenge = Butterfield's Phosphate Buffer

This diluent is a "must have" in the 

Without, our market is rather limited there

Our objective is to launch the Dilucup Elegance BFD in early 2018

Thank you very much for your attention!