NOACK
GROUP OF COMPANIES



Agro-Food Diagnostics

AUSTRIA BULGARIA CROATIA CZECH REPUBLIC HUNGARY POLAND ROMANIA SERBIA SLOVAKIA SLOVENIA

Who we are...

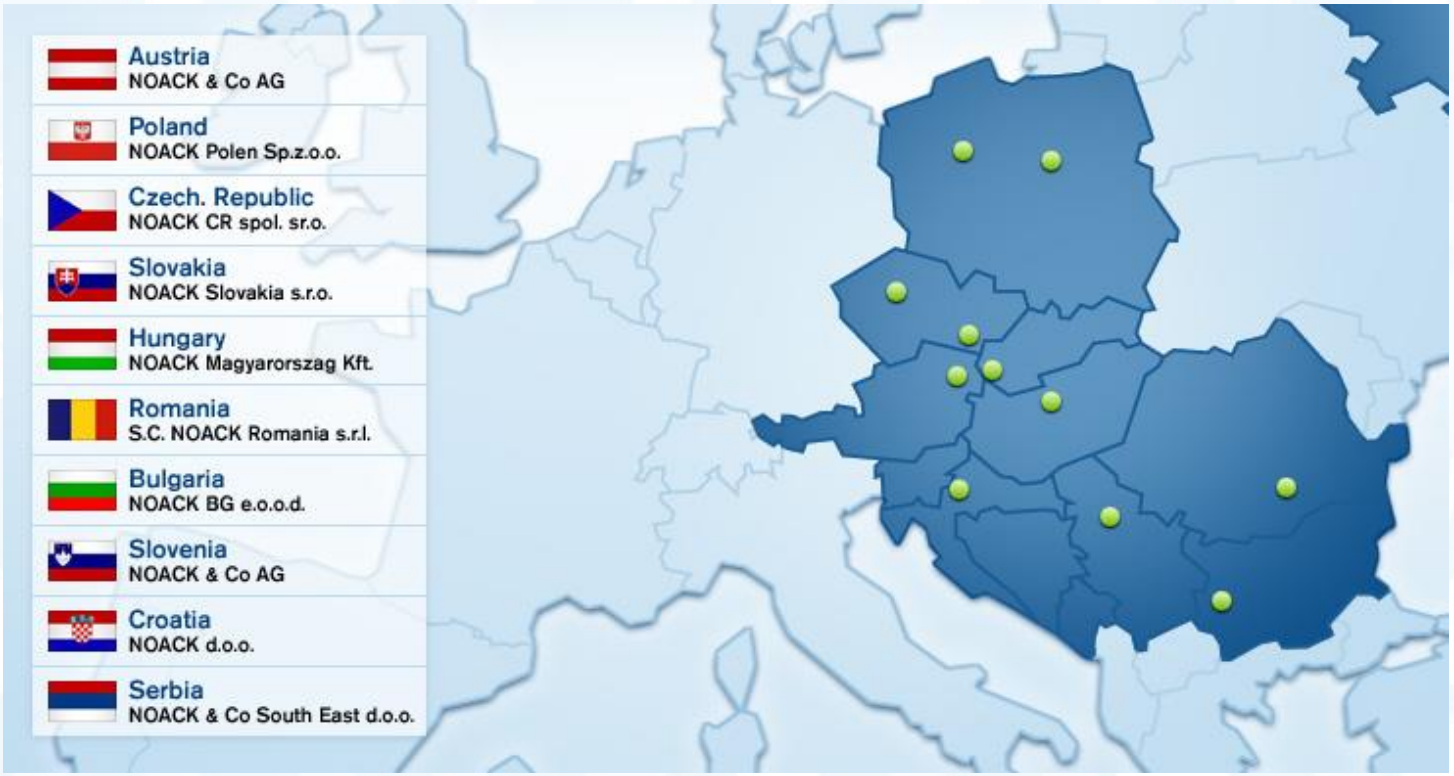
NOACK & Co GmbH is an international technical marketing company, specialized in innovative products and new technologies.

Business Idea

- Independent enterprise
- Solution oriented market approach
- Partnership with leading suppliers/producers from all over the world
- Central sales & marketing co-ordination in Vienna HQ
- Multidisciplinary activities “from farm to fork”
- Be innovative, active and flexible to customer needs

NOACK Territory

Representing Labrobot in:



Austria

Further potential to grow on the market:

MDR cups: 70 000

BPW cups: 50 000

NaCl cups: 30 000

Instruments: ~10

Lab Size	Present in Austria
Big (+ 60 000 samples/a)	1
Middle (~ 35 000 samples/a)	4
Small (~ 18 000 samples/a)	5 + industry

Needs: FOC goods for trials (at the moment in place)

Difficulties:

- Handling – opening of the cups - compared to other systems like inlabtec (less waste)
- Spilling out of the cups at high speed (3) – loss of volume
- Remaining liquid drops on the top film

Threat: inlabtec – ease of use

Austria

Success story

Private lab – after a successful trial they changed all dilutions on to Dilucup (MRD).

Main reasons for change:

- DiluCup more cost effective than „home made“ dilutions (time saving potential - high salary costs)
- ISO11133 quality checked RTU product
- Ease of use

Sold: 3 instruments with a potential of 60 000 cups/year

Market activity

1. Presentation and trials at most potential customers
2. Special package offers in order to win the customer

Poland

Theoretical market size:

MDR cups: 7 600 000

BPW cups: 8 360 000

NaCl cups: 380 000

Lab Size	Present in Poland
Big (+ 60 000 samples/a)	30
Middle (~ 35 000 samples/a)	100
Small (~ 18 000 samples/a)	300

Needs: In Poland cost factor is critical. Accepted EUP based on experience with clients is very low per cup in food sector.

Difficulties: Poland is low pricing market and very competitive.

Threat: Strong preference for powder media in labs due to low cost. Strong pressure from clients on contract laboratories regarding costs of service and analyses.

Poland

Success story

Stanlab Sp. z o.o. – second DilluShaker sold in may 2017 (first in 2015) to this company. Mother company based in Germany is using Dilucup. At the moment 16 packages of Dillucup Elegance MRD are used per year. Dilucup is used in combination with spiral plater.

Market activity

1. Most potential contract labs have been visited, concept presented.
2. Activity planned:

   - Screening pharma, biotech and paper sector markets

East Europe

Situation overview in general:

Difficulties:

- Low salary level of lab technicians in east Europe – no argument for RTU
  - in house preparation of dilution media
  - Cost saving pressure in the lab (low willingness to invest into the lab)

Needs: FOC goods for trials; Flexible pricing for east europe


THANK
YOU!