



## ***Sales & Marketing material***

LabRobot Distributor Meeting – Gothenburg – September 13, 2013

## New video

Even if the video shown on [www.labrobot.com](http://www.labrobot.com) is rather old it still reaches its objective:

→ to demonstrate that Dilucup is a timesaving product.

However, Dilucup is not only timesaving but has a number of other advantages:

- It is repeatable,
- It is easy to use and to store,
- It is reliable (volume, sterility, pH),
- It prevents work injuries,
- ...

## New video

This is what we wanted to point out in the new video that you're going to discover now!



## A set of pictures

You often need nice pictures to be used for:

- Web pages,
- Press releases,
- Catalogues,
- Posters,
- Adverts,...



Every company is going to receive today a selection of various pictures



# The Dilucup accessory

We have been looking for a promotional object having the following features:

- Useful for Dilucup users,
- Marked with Dilucup name or logo,
- Robust and safe,
- Original,
- Cheap enough (to be distributed to a large amount of customers)

# The Dilucup accessory

And the winner is...



80,5 mm



## The Dilucup accessory

With this small cutter every customer will open the Dilucup boxes without any problem!

Feel free to distribute them.

Every company is going to receive a box of cutters today ...

But if you fly without any checked-in luggage it might be better that we send with UPS



Thank you very much for your attention!

