DILUCUP AND SMITH & NEPHEW

Trafalgar Scientific

Who are Trafalgar Scientific?

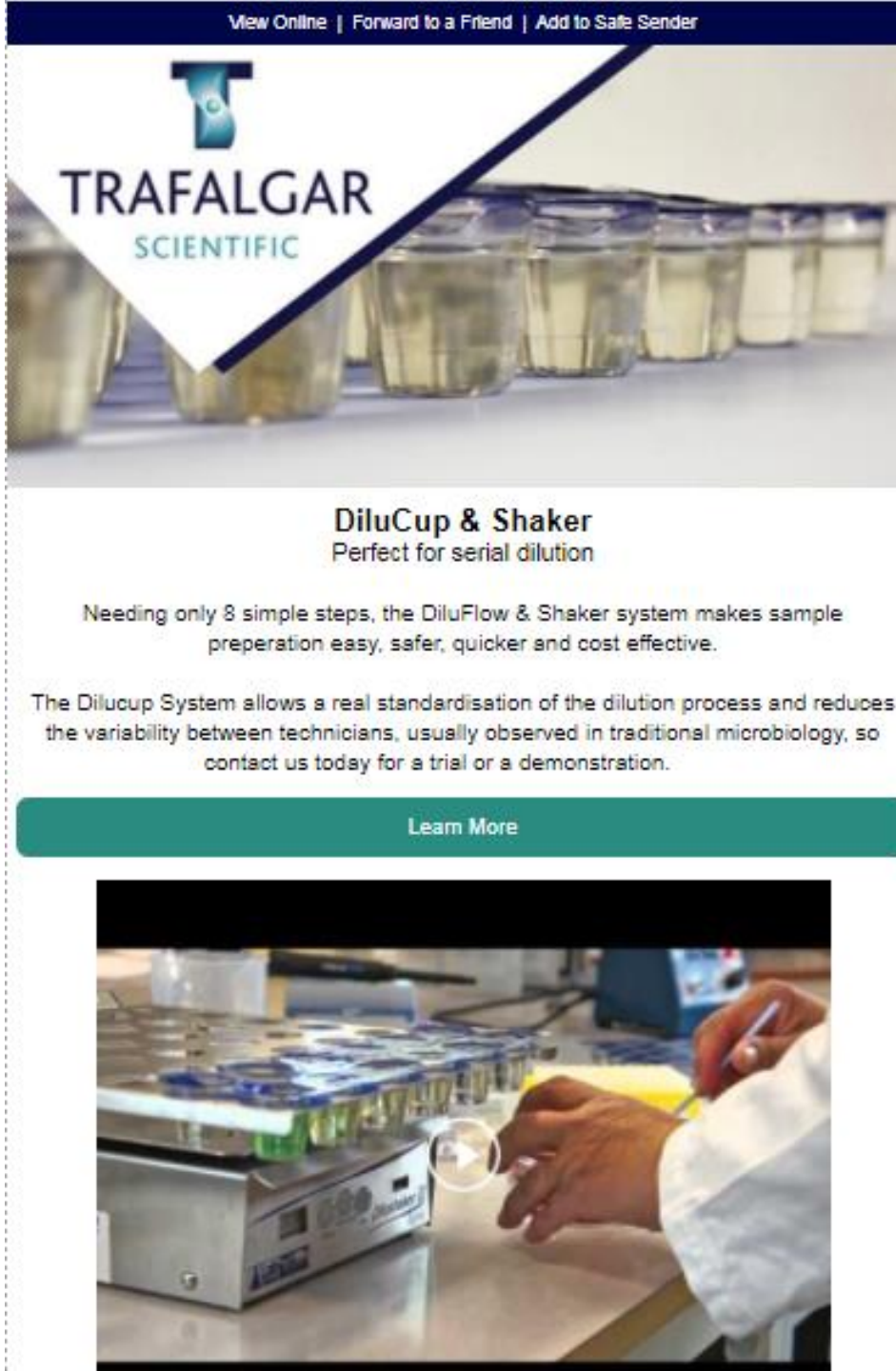
- Lab supplies company in the UK & Ireland
- Over 7,000 products currently on our system
- Deal in many different industries – Food & Drink, Pharma, Water etc…
- Distributor

Relationship with LabRobot

- Have been working with LabRobot for just over 2 years
- **122%** in the amount of 9ml MRD Dilucups we've brought over the last 12 months
- Success in the Food & Drinks, Dairy and Medical device market
- 2 LabRobot awards in our office!

Route to Market

- Targeting the correct people.
- On exhibition stands, DiluShaker brings people over!
- Online (eMarketing, banners, website)



Who are Smith & Nephew

- UK Based Medical Device manufacturer, with advanced wound management products
- 15,000 employees & an opertating income of £800m
- Before DiluCup they were making up their own MRD, using boiling tubes & a vortex mixer or brought the 9ml pre-prepared screw caps



What are the uses for Smith & Nephew

- Testing bandages!
- For extreme cases
- In-house serial dilutions for performing log reductions
- Last Tuesdays usage – 216 sets of serial dilutions, 6 dilutions a set = 3456 individual cups used!)

1 Log reduction: Number of germs is 10 times smaller
2 Log reduction: Number of germs is 100 times smaller
3 Log reduction: Number of germs is 1000 times smaller
4 Log reduction: Number of germs is 10,000 times smaller
5 Log reduction: Number of germs is 100,000 times smaller
6 Log reduction: Number of germs is 1,000,000 times smaller
7 Log reduction: Number of germs is 10,000,000 times smaller

What are the advantages for Smith & Nephew

- Reduced risk of injury – RSI & Vibration based injury
- Easy to discard
- They're easy to store
- Faster than tubes & screw caps
- There's less of a risk with spillage
- Easier to peel!

Feedback from Smith & Nephew

- Environmentally unfriendly
- More expensive than making in-house
- Can't be used in an anaerobic cabinet, increased risk of contamination & storage
- Shakers can be temperamental
- Foot switch (pressure on one foot & wire)
- They work in reps of 3/6, so 7 is inconvenient, especially for those with OCD!
- Rows aren't interchangeable on the platform

Trend noticed over the last 12 months

- Increased use in dairies around Britain
- Arla, Tomlinson Dairy and North Cork Co-Op have all started to use the DiluCup system in the last 12 month

For any question.

Jbramley@trafalgarscientific.co.uk

+44 (0) 116 287 9460