MARKETING



Changed buying behavior

- Internet main source of information
- Open 24/7 Presumes accessibility
- ~60% of the purchasing decision is already done when we are contacted
- ~15% of our customer's are willing to have a meeting/phone call with us during the decision process
- *Customer's don't want to be disturbed*



Source: internetstiftelsen.se



Online presence

No one has time

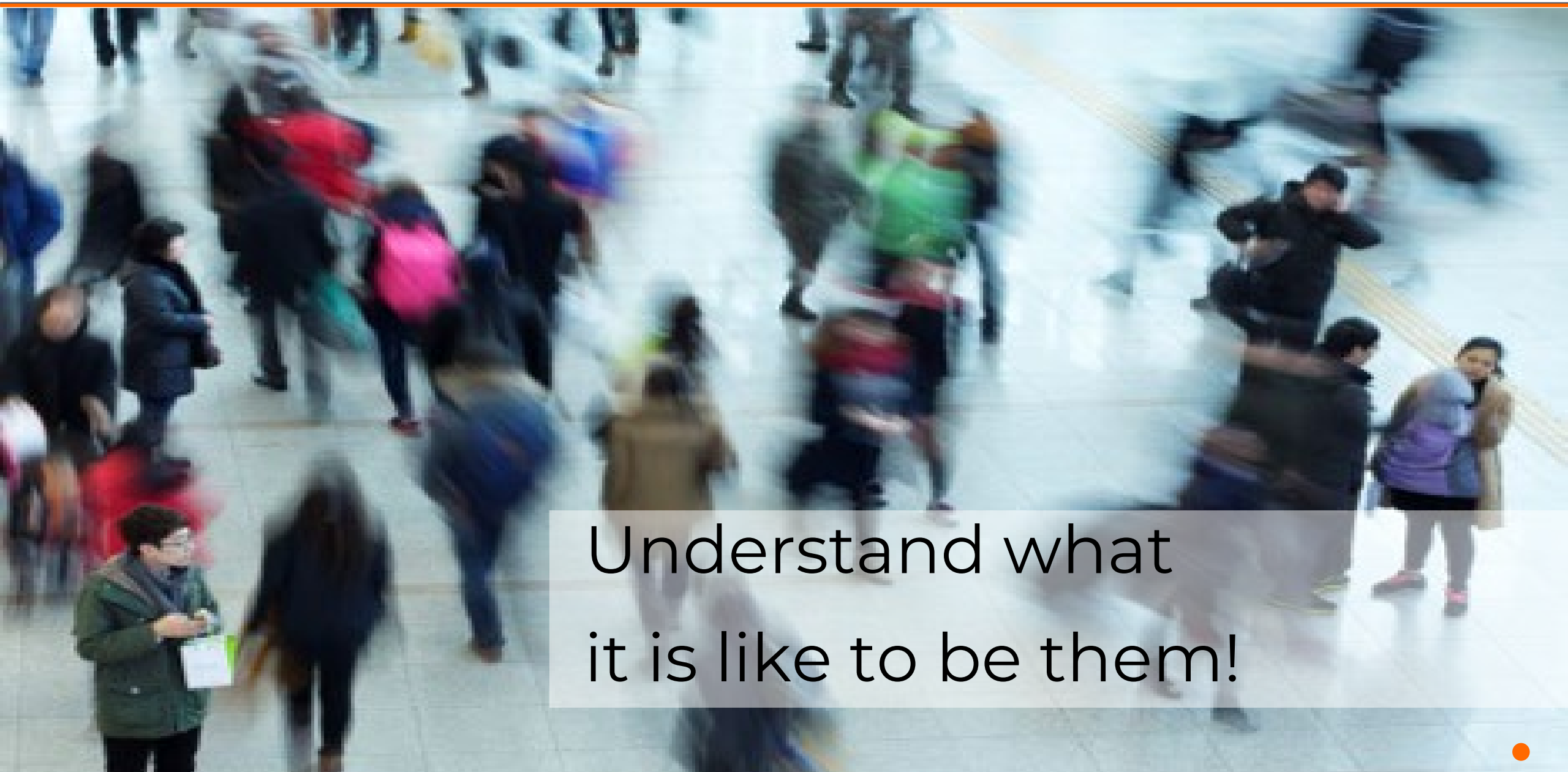
Short attention span (2,5s)

- Is more visual
- Gets more emotional
- Trusts “alike”
- Compare to others

https://www.youtube.com/watch?v=pjQt2lEZIXg

https://www.youtube.com/watch?v=xZe1rVgT0WE




Understand what
it is like to be them!

DON´T BE SCARED

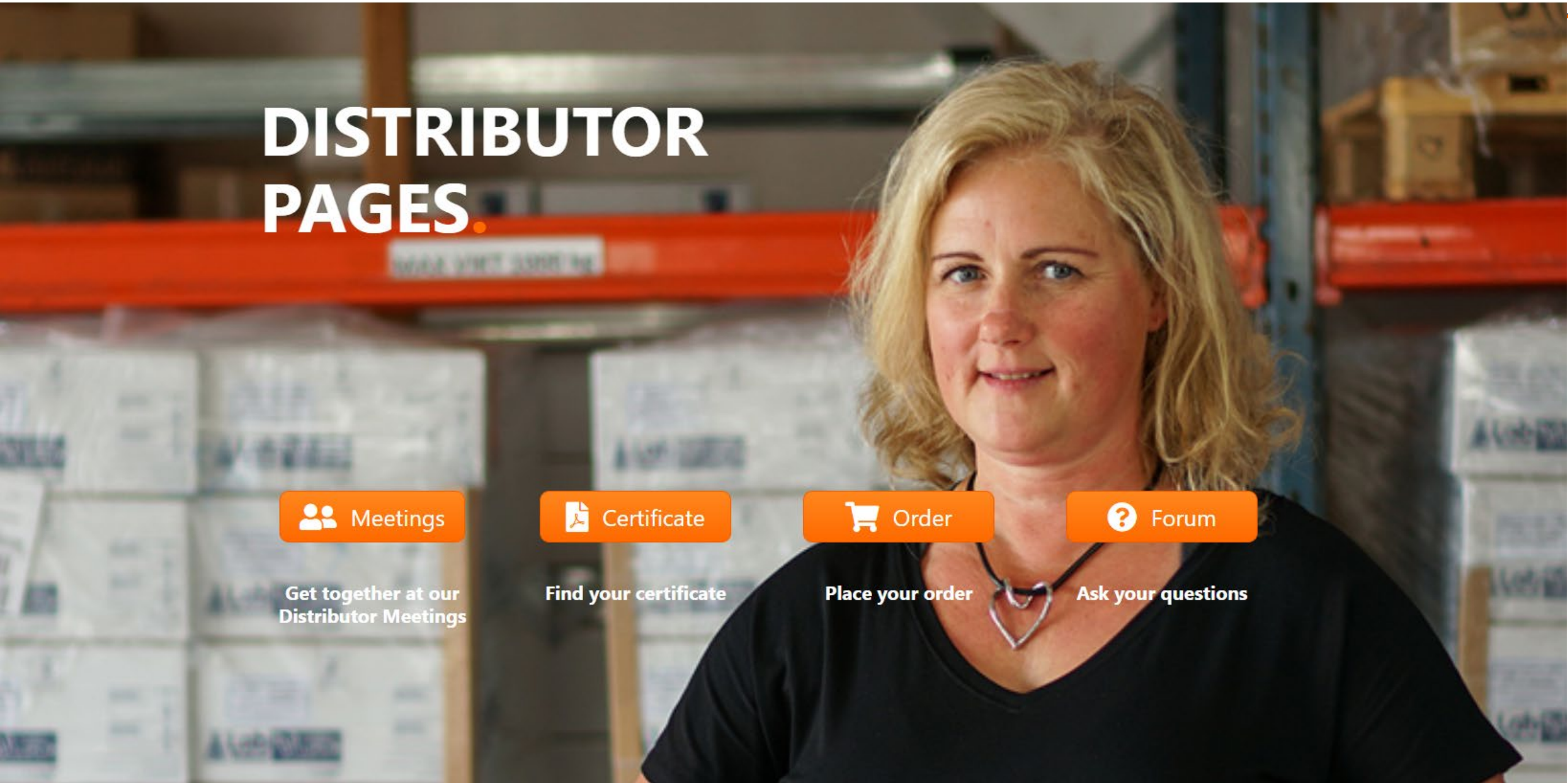
EASY TO BUY

LabRobot

Dilucup™ ELEGANCE

Dilugent SHAKER


SERIAL DILUTION
EASY FAST REPRODUCIBLE.
KNOW MORE
Something for me?
DILUCUP USER
I use Dilucup already
DISTRIBUTOR
I sell Dilucup locally



DISTRIBUTOR PAGES.

Meetings

Get together at our Distributor Meetings

Certificate

Find your certificate

Order

Place your order

Forum

Ask your questions

Distributor Meetings.

2019.

We look forward to meeting you again on 25-27 september on Marstrand island. We hope you looking forward to this as much as we do.

In 2017 everybody was very engaged and focused in the various contests and activities arranged there by the whole LabRobot team. We hope for an equal commitment this year as well.



Documents 2019 +

2017.

We have been very happy to welcome almost all our distributors in Stenungsund on October 12 and 13. The meeting took place at Stenungsbaden Yacht Club, but we also paid a visit to our new facility in order to show our modern production site. Everybody was very engaged and focused in the various contests and activities arranged there by the whole LabRobot team. This meeting was a



Find your certificate.

Please enter your batch number in the box below. You don't need to hit Enter, the filter automatically finds the certificate(s) corresponding to your criteria as you type.

Type your batch here

MRD6 1606	BPW6 1605	MRD6 1604	NACL6 1603	MRD6 1602	MRD6 1601	MRD6 1600
MRD6 1599	MRD993 1598	MRD3 1597	MRD3 1596	MRD3 1595	BPW6 1594	MRD3 1593
MRD3 1592	MRD6 1591	MRD6 1590	MRD6 1589	MRD6 1588	NACL3 1587	MRD3 1586
BPW3 1585	MRD3 1584	MRD3 1583	BPW6 1582	MRD6 1580	MRD6 1579	MRD6 1578
MRD6 1577	MRD6 1576	BPW3 1575	MRD993 1574	MRD6 1573	MRD6 1572	MRD3 1571
BPW6 1570	MRD3 1569	MRD3 1568	MRD6 1567	MRD6 1566	MRD3 1565	MRD3 1564
MRD6 1563	MRD6 1562	MRD6 1561	MRD3 1560	MRD6 1559	MRD6 1558	MRD3 1557

Order.

After placing an order please note that you will receive an order confirmation with updated delivery information and your agreed prices.

Show 25 products

Reset Search:

Image	SKU	Name	Buy
	40DEBPW3	Dilucup Elegance BPW 3 cups/row	- 1 Add to cart
	40DEBPW6	Dilucup Elegance BPW 6 cups/row	- 1 Add to cart
	40DEMRD3	Dilucup Elegance MRD 3 cups/row	- 1 Add to cart
	40DEMRD6	Dilucup Elegance MRD 6 cups/row	- 1 Add to cart

Forum.

All the questions are listed here. You can choose category to find interesting threads more precisely. The forum is searchable using keywords. At the bottom you can start a new thread by typing a subject and choosing a suiting category. You can attach a .jpg image to clearify your question.

All questions

All categories

Search Questions...

NEWEST HOTTEST MOST VIEWS

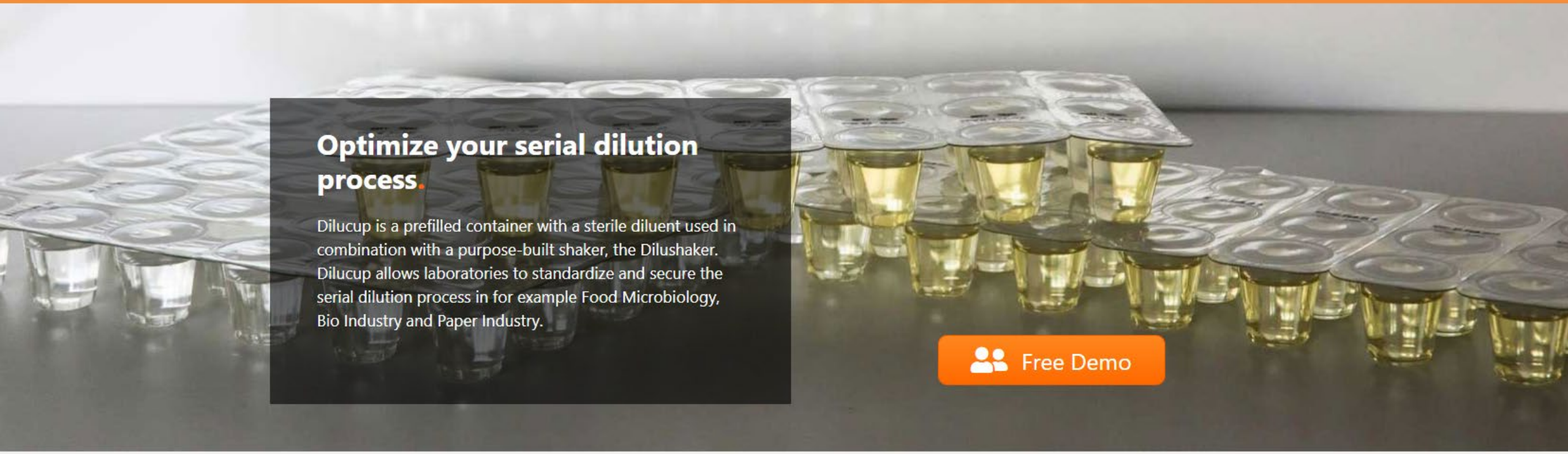
VOTES ANSWERS VIEWS QUESTION

0	3	16	Does the forum work today?
VOTES	ANSWERS	VIEWS	

asked 4 days ago by Herve
updated 1 hour ago by PBV
Category: Others

This Forum was requested by our distributors 2 years ago, but it never really worked. Time to try again to see if everybody get a notification. If you get one, please be

Serial Dilution System.



Optimize your serial dilution process.

Dilucup is a prefilled container with a sterile diluent used in combination with a purpose-built shaker, the Dilushaker. Dilucup allows laboratories to standardize and secure the serial dilution process in for example Food Microbiology, Bio Industry and Paper Industry.

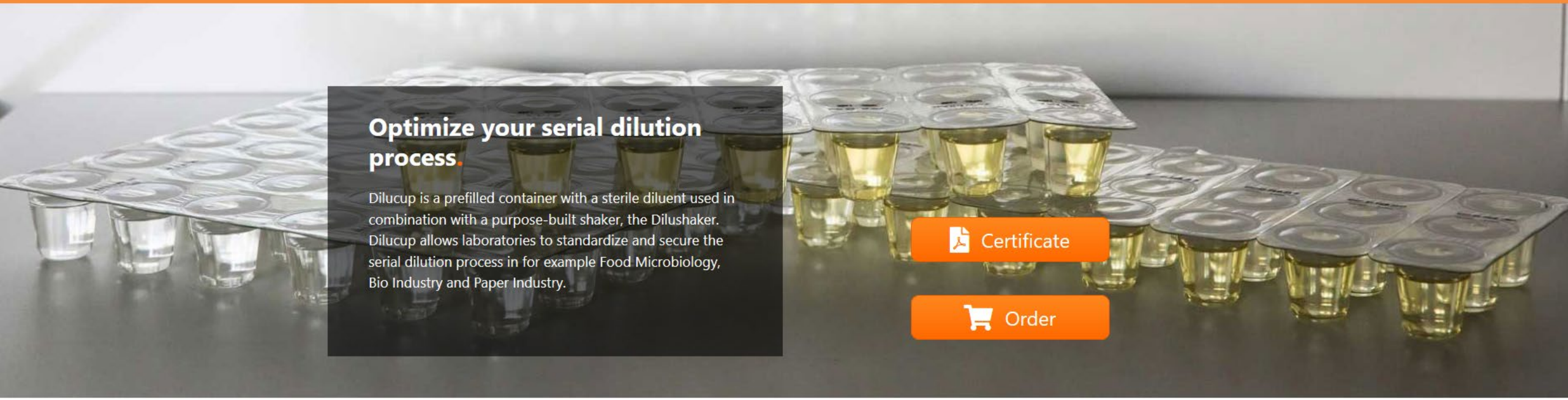
Free Demo



Easy as 1-2-3

1. Add 1 mL sample to the first Dilucup

Serial Dilution System.



Optimize your serial dilution process.

Dilucup is a prefilled container with a sterile diluent used in combination with a purpose-built shaker, the Dilushaker. Dilucup allows laboratories to standardize and secure the serial dilution process in for example Food Microbiology, Bio Industry and Paper Industry.

Certificate

Order

1
Pick your diluent

2
How many samples?

3
Accessories

- Adjustable direction of the ramp to suit both right- and left-handers
- Adjustable number of dilution steps per sample
- Steering by foot switch or optical sensor



- Ramp with 3 LED lights,
- Removable tray for 21 cups
- Recommended to be used with blisters of 3×7 Dilucups

Article number: 40DS21PRXT

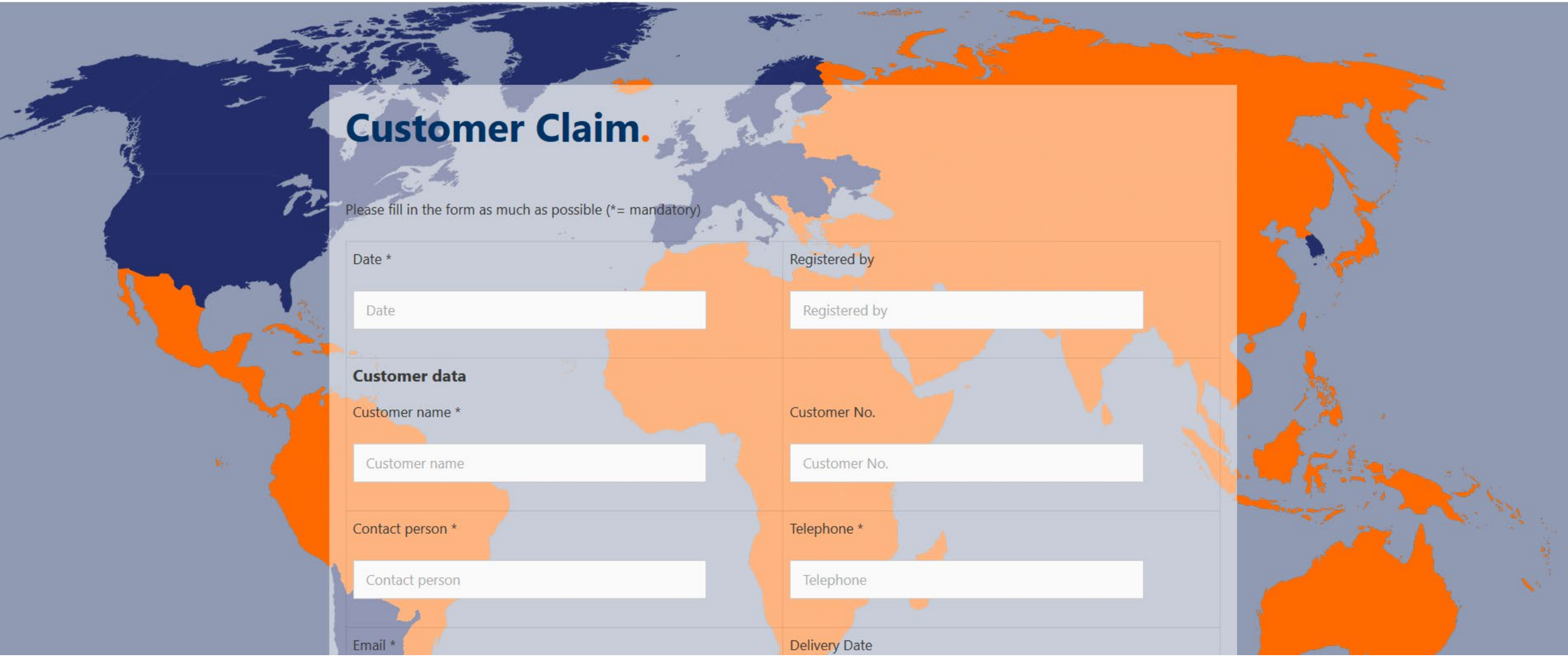


- Ramp with 6 LED lights,
- Removable tray for 42 cups
- Recommended to be used with blisters of 6×7 Dilucups

Article number: 40DS42PRXT

The *Dilushaker III Digital was exclusively developed for LabRobot. It is assembled and checked in our facilities in Stenungsund, Sweden.*

Dilushaker Guide



Customer Claim.

Please fill in the form as much as possible (*= mandatory)

Date *

Date

Registered by

Registered by

Customer data

Customer name *

Customer name

Customer No.

Customer No.

Contact person *

Contact person

Telephone *

Telephone

Email *

Delivery Date

CONTACT.



LabRobot Products AB
Munkerödsvägen 4
SE-444 32 Stenungsund, Sweden
+46 303 846 73
kontakt@labrobot.com

Contact: Hervé Laisis, CEO

Find your distributor.

AUSTRIA

Noack & Co. AG
Auhofstraße 190
1130 Vienna, Austria
www.noackgroup.com
+43 1 877 54 55 0
diagnostics@noackgroup.com

BENELUX

L.E.D. Techno N.V.
Mijnwerkerslaan 12
B 3550 Heusden-Zolder,
Belgium
Ind. Zone "De Schacht"
www.ledtechno.be
+32 011 73 15 47

BULGARIA

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Str. Tintyava 13 A
1113 Sofia , Bulgaria
www.noackgroup.com
+359 2 971 22 81
office@noack.bg

CANADA

Innovation Diagnostics Inc.
229 rue Robinson
Saint-Eustache (QC) J7R 5V7,
Canada
www.innovation
diagnostics.com
+1 450 472 1871

Nyheter.

Vår nya logotyp är tryckt på våra Dilucup-lådor

Äntligen är alla våra Dilucup-lådor trycka med den nya logotypen på sig.

Hoppas du gillar dem lika mycket som vi gör.



Sommar på LabRobot

Vi på LabRobot kommer ha öppet hela sommaren, men vår personal kommer ha semester olika perioder.

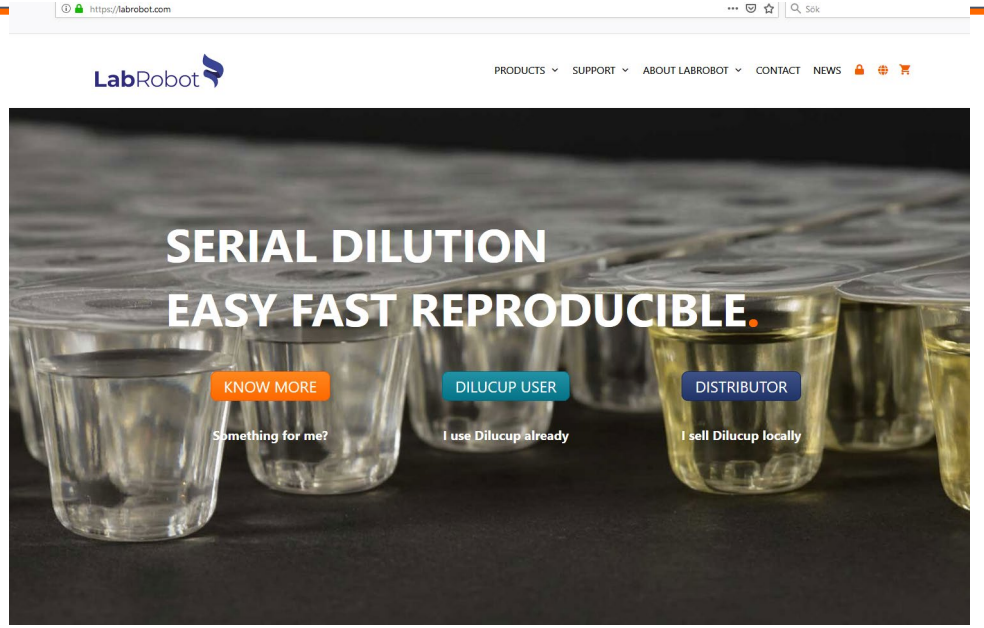
Om du har några frågor så kontakta oss så hjälper vi dig.

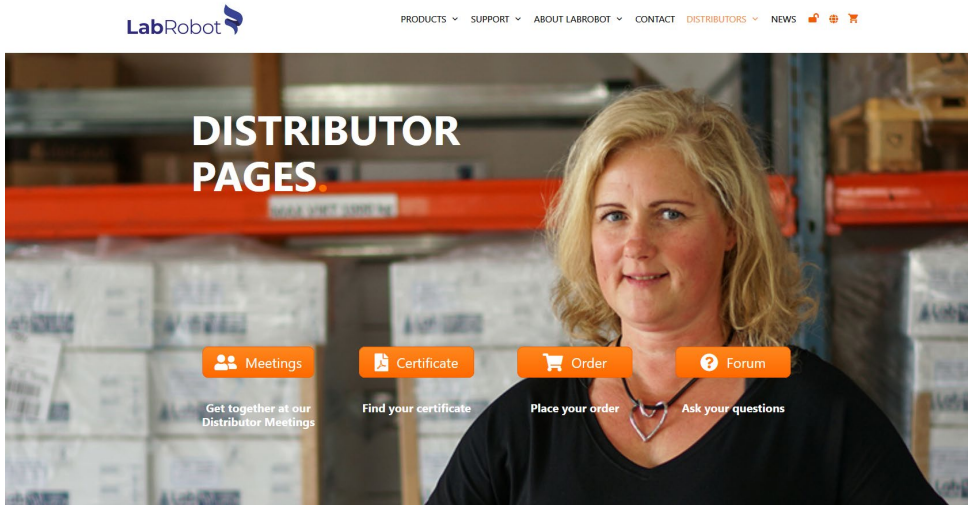
Ha en underbar sommar och tack för en bra start i år. Vi ser fram emot en lika framgångsrik andra del av året.



labrobot.com

- New logos, LabRobot
  Dilucup och Dilugent shaker
- ENG, FR, SE
- Login
  - Distributor
  - User
- Web-shop
- Updated documents



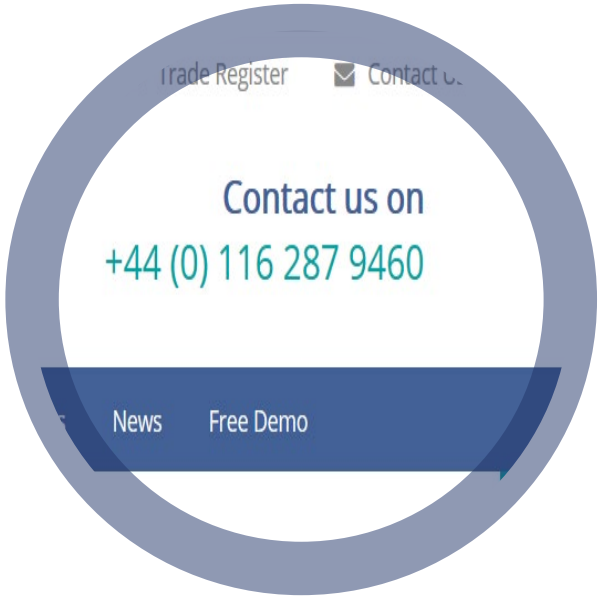



Only look from the outside

Distributor Spotting



First impression of web



Easy to contact



Search function



News letter

Distributor Spotting



Easy to find Labrobot´s products



Quality of product info

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Jossefin Larsson
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+46-708 83 03 39

Lina Åström
Lina.astrom@add.life
+46 708 21 50 16