Distributor meeting 2025

Dilucup Market

LabRobot



What happened since the last meeting?

Geographic expansion:

- New distributor in Australia = Key Diagnostics, Sidney
- New distributor in USA = Neutec Group, New York
- Greece is next in line = Atropos, Athens







What happened since the last meeting?

Change of distributor:

- Distribution transferred from Immuno Diagnostics to Triolab Oy in Finland



- No success in Japan: Current contact with new potential distributor



What happened since the last meeting?

New members in the team:

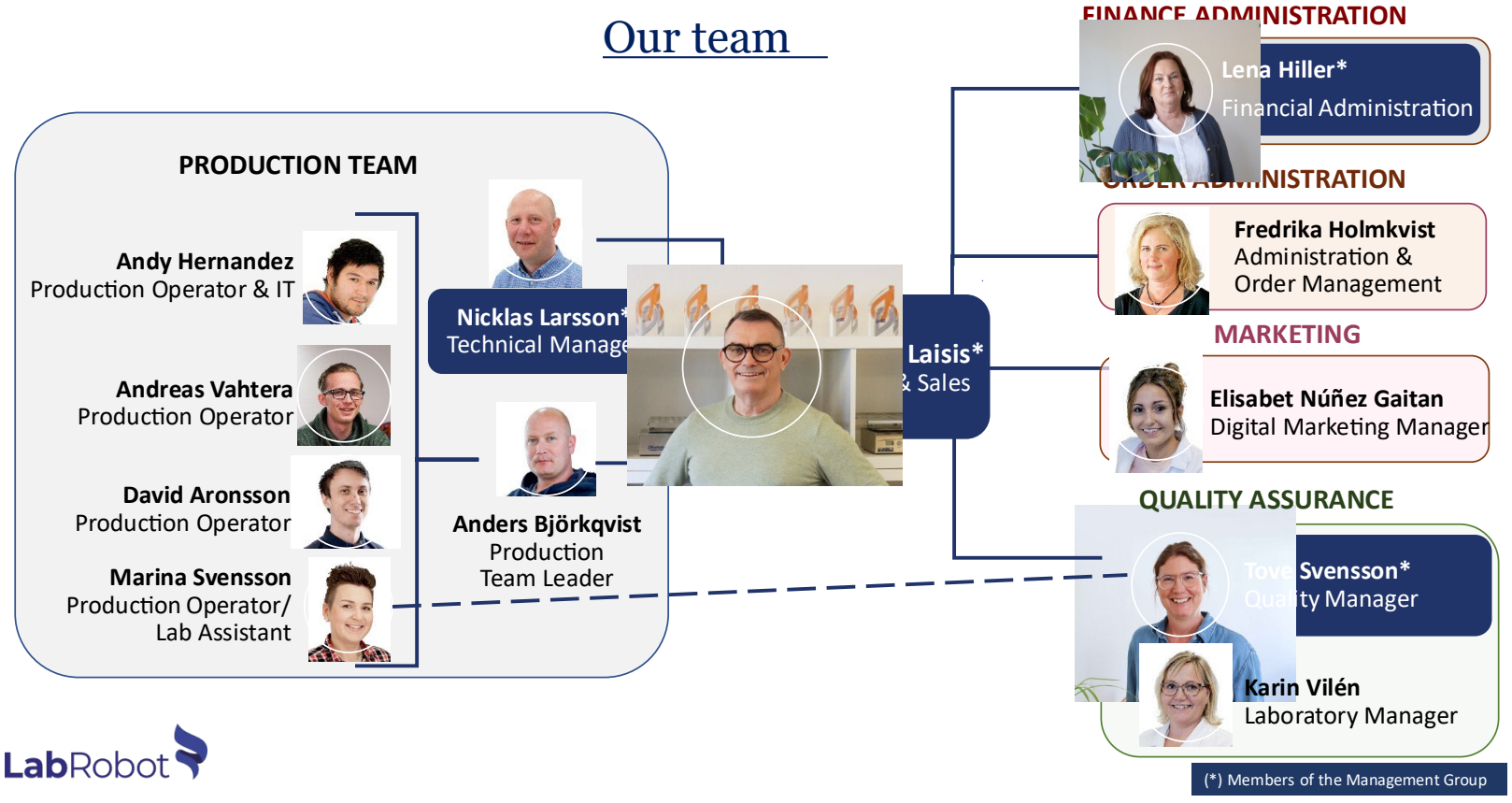
Lena Hiller (since April 2024)

Finance Manager,

Back-up on Order Management

Tove Svensson (since April 2025)

Quality Manager

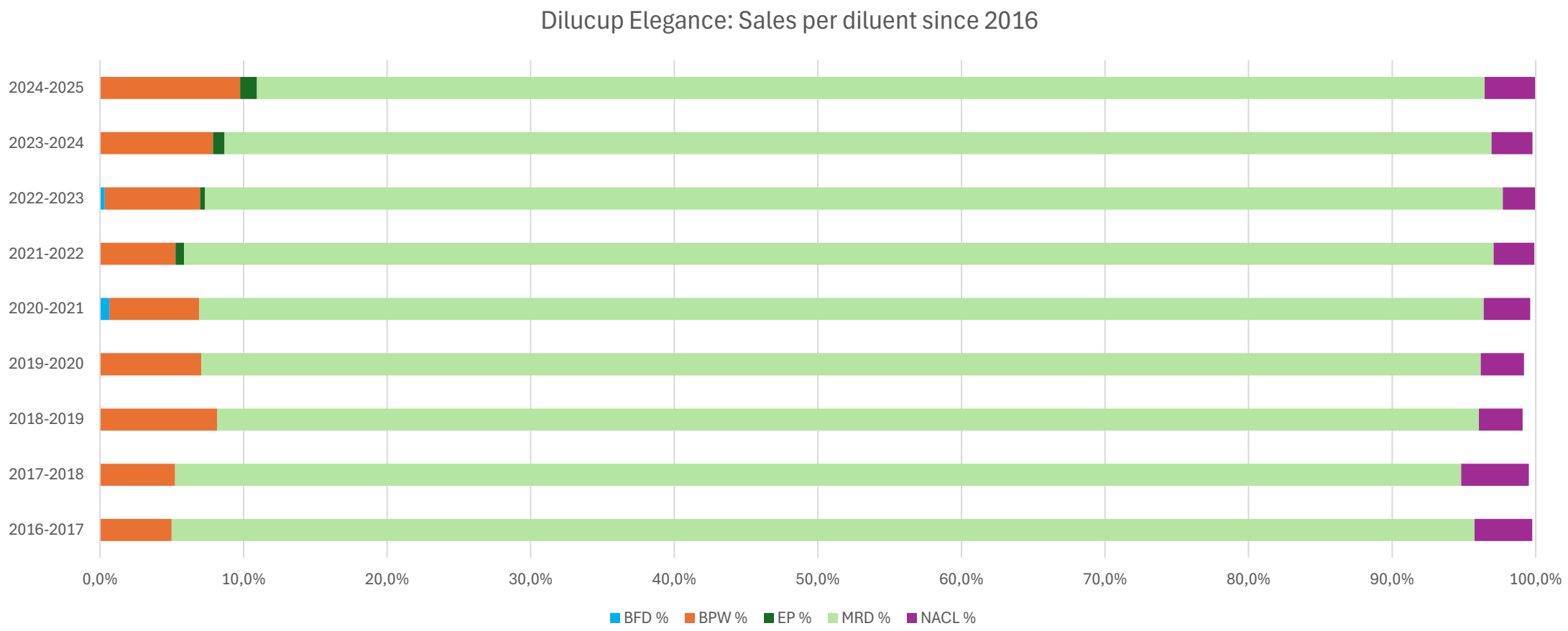


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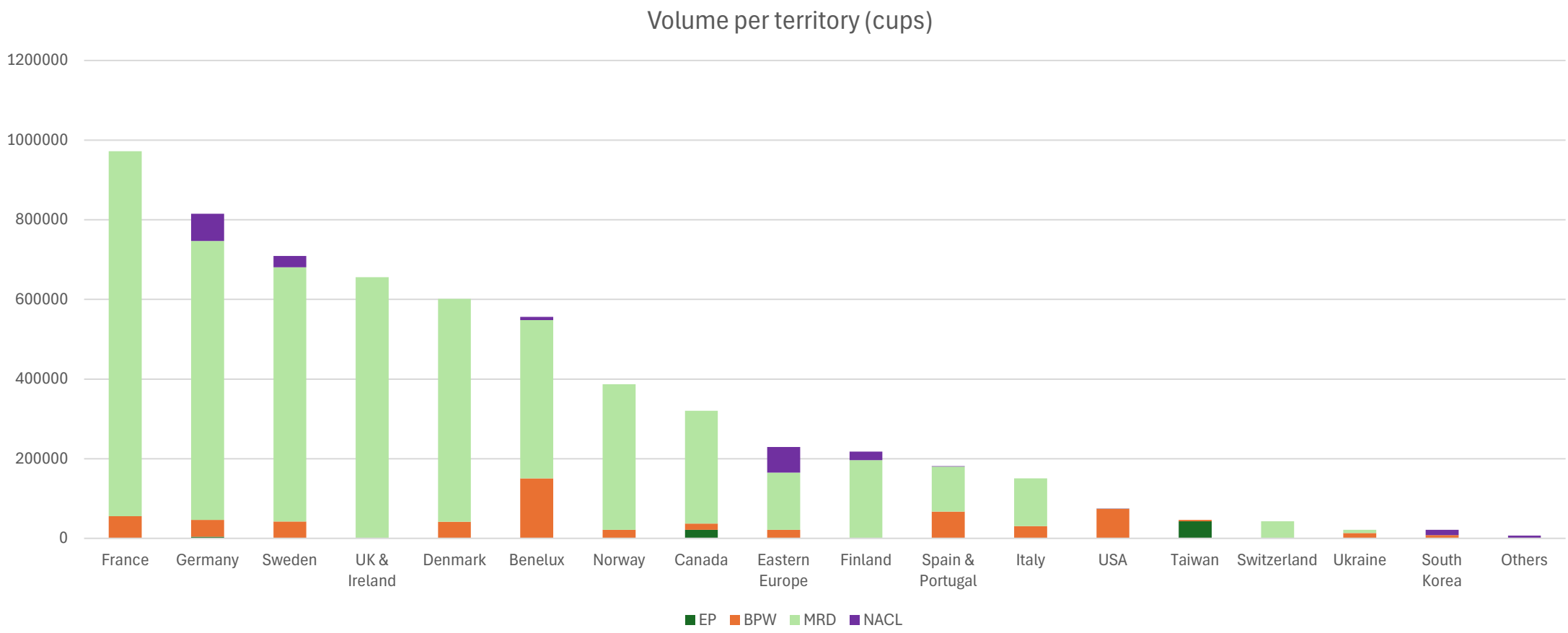
On Dilucup side:

- ✓ Dilucup Elegance DW (deionized water) available since April 2024 (format 7x3)
- ✓ Dilucup Elegance EP (peptone water) available as standard product (format 7x6)
- ✓ Most of the batches produced with reactor 4 (allowing up to 3 pallets/batch)
- ✓ Storage conditions mentioned on bag labels (New)
- ✓ More than 90 % of the batches within 9 mL +/- 0,5 %

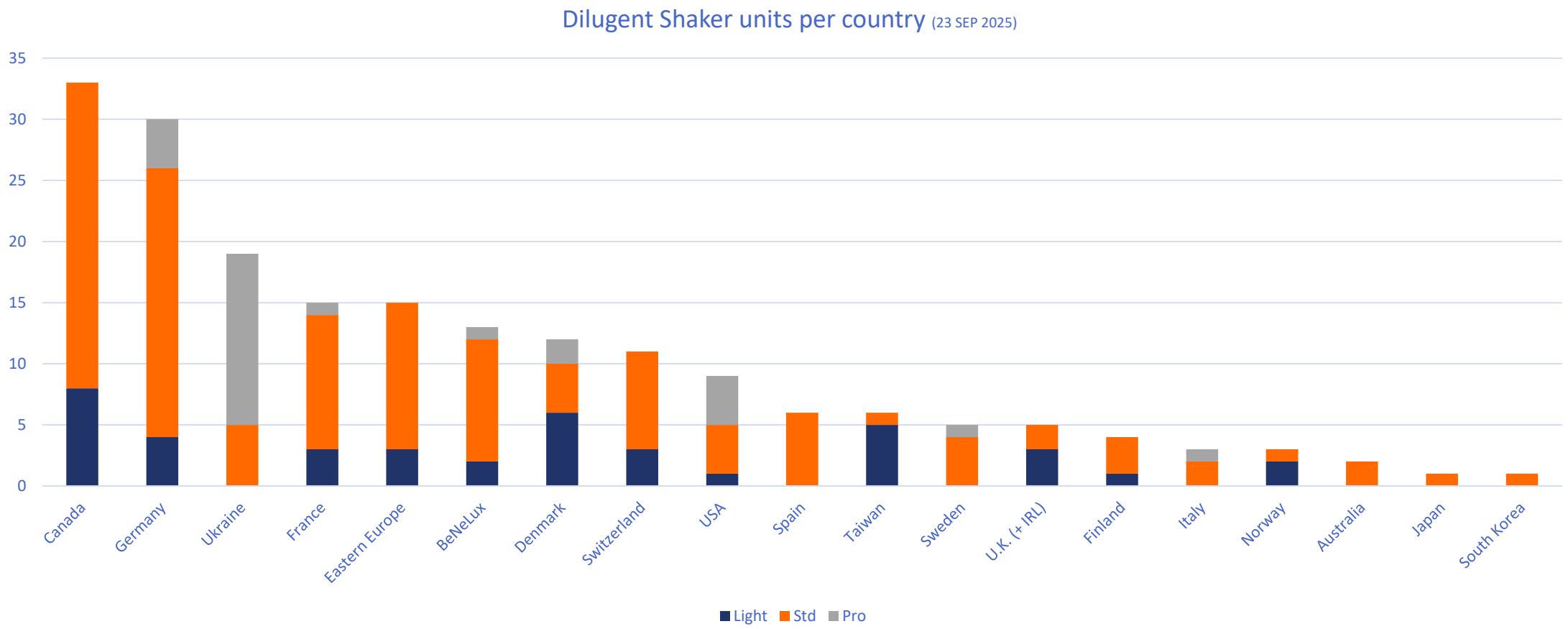
Diluents: MRD bestseller – BPW challenger



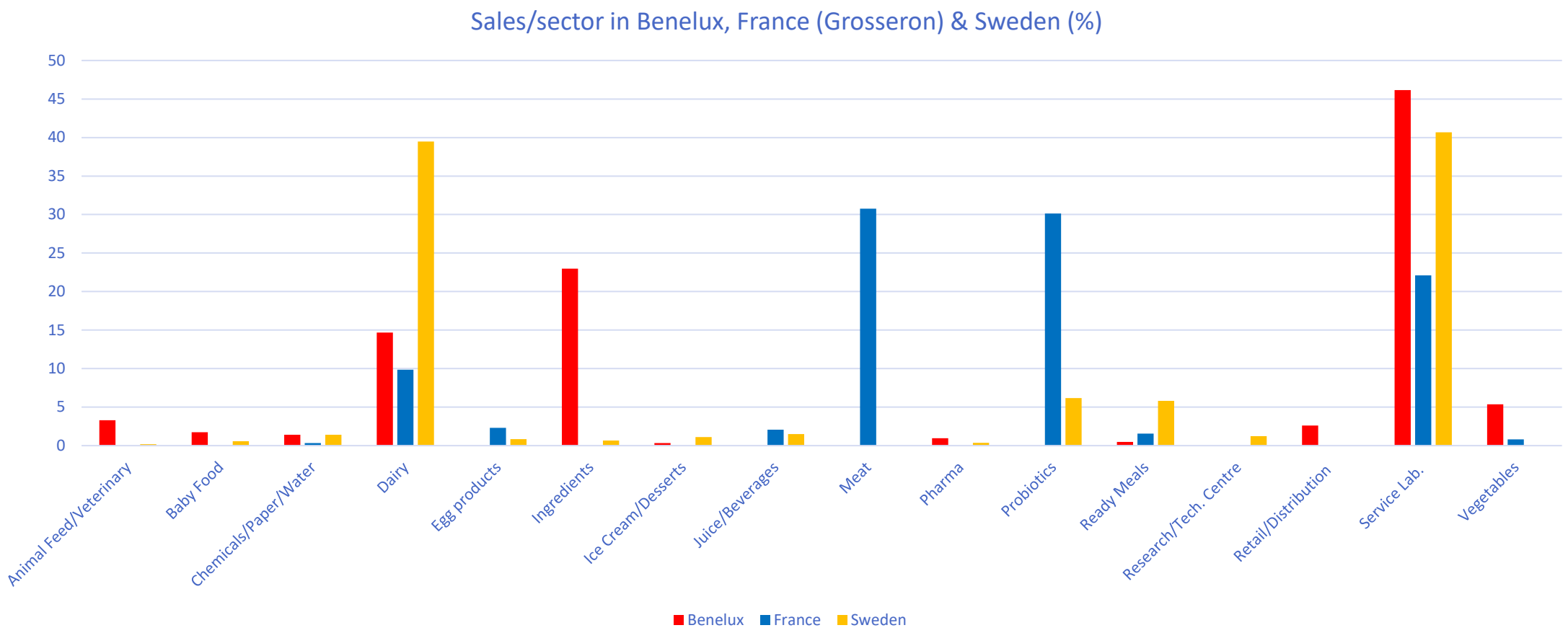
Dilucup sales/territory & diluent



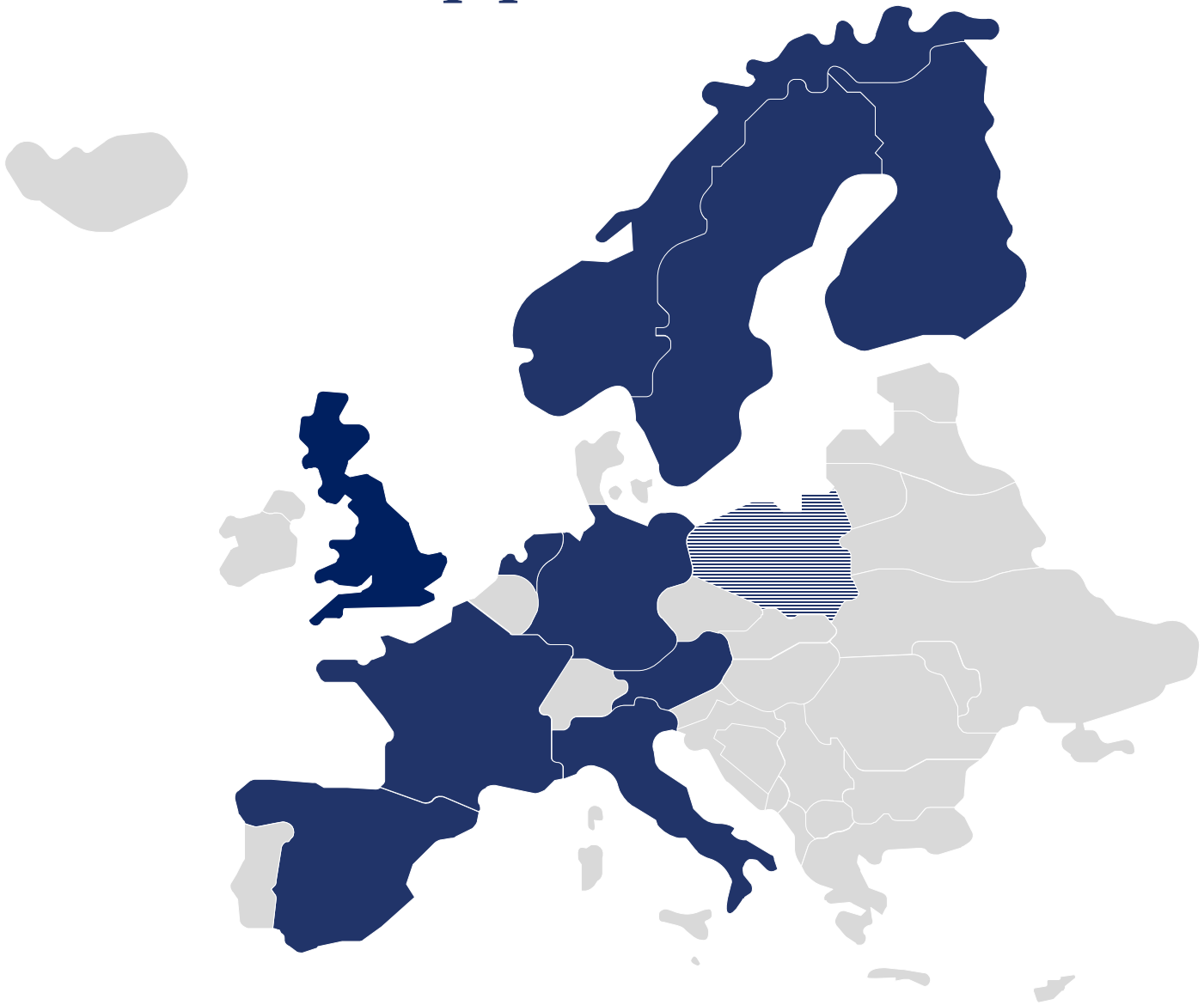
Dilugent Shaker/territory and model



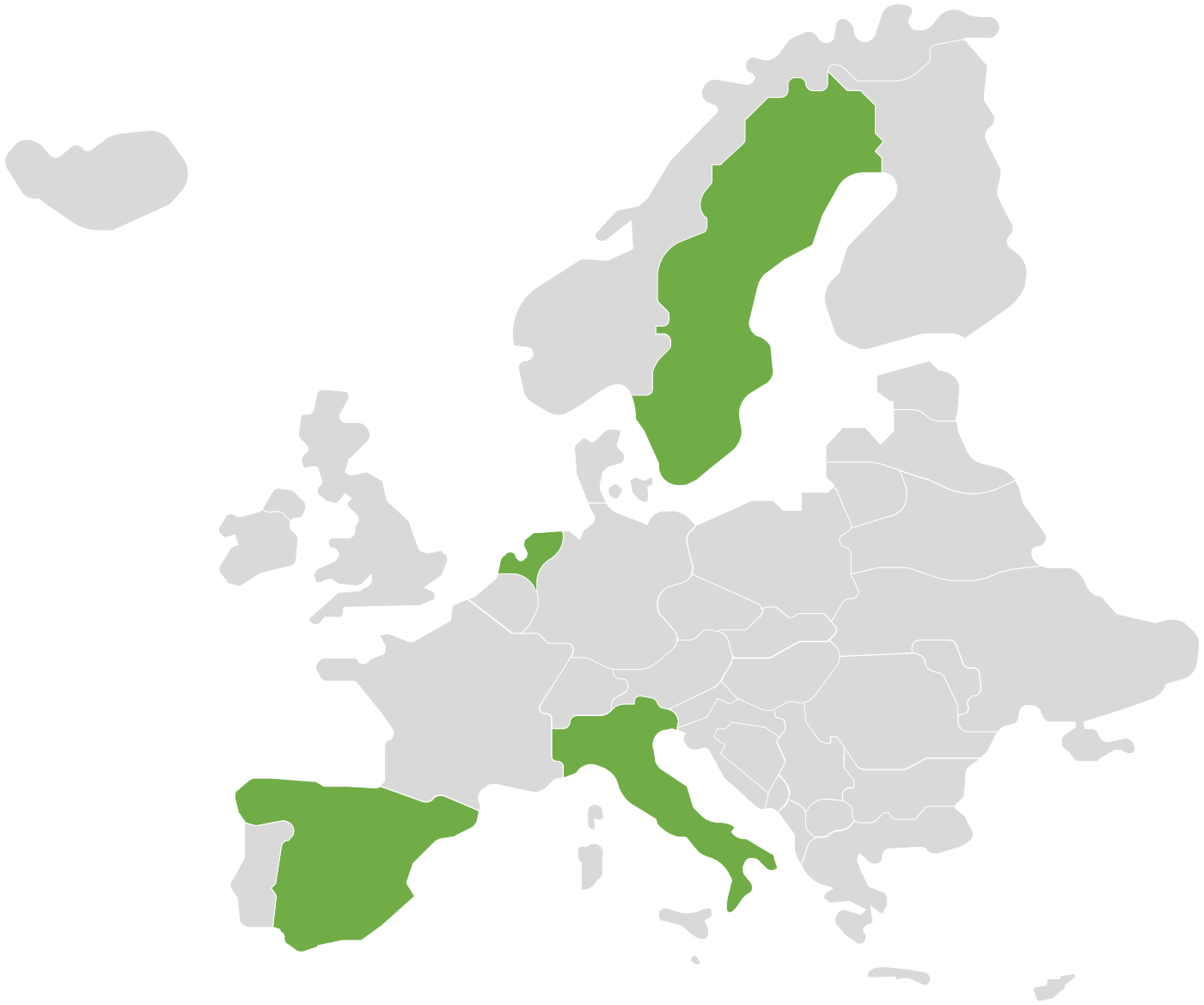
Sales/industry in 3 various markets



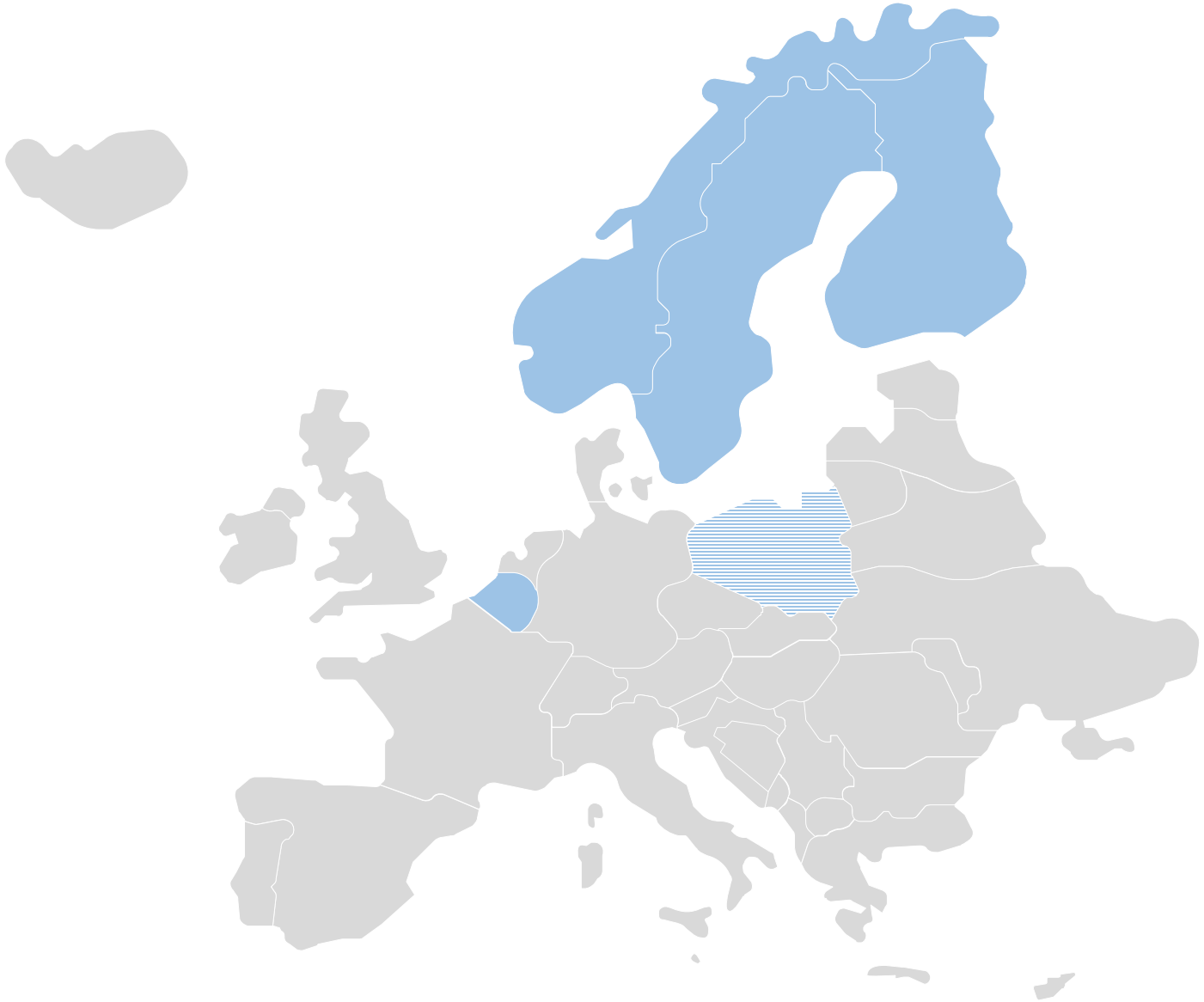
Dilucup presence at Eurofins



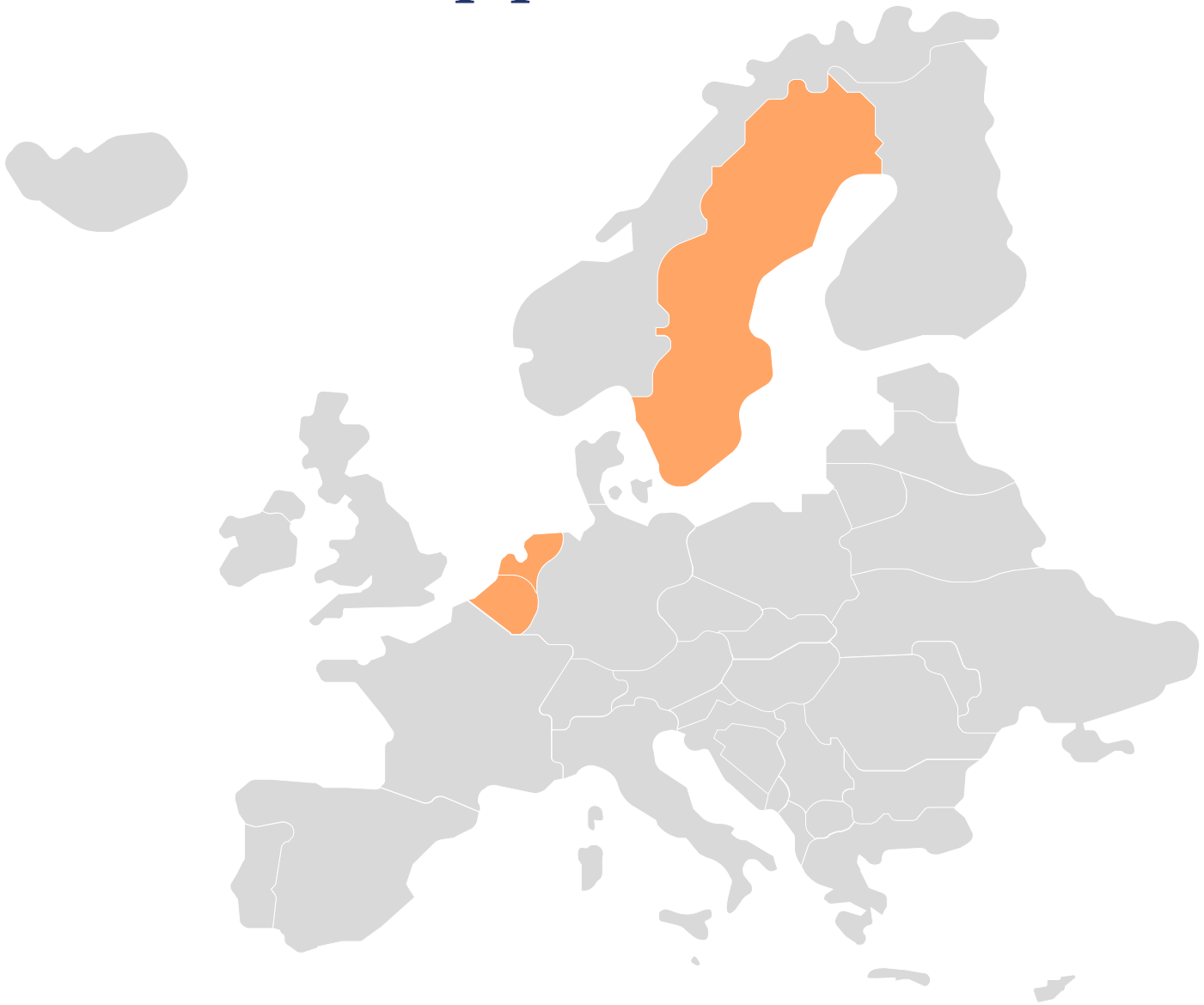
Dilucup presence at Lactalis



Dilucup presence at SGS



Dilucup presence at Danone



Dilucup presence at Nestlé

Sales to International Groups

- We are not been very successful in getting the Dilucup System spread within groups
- We must be able to better use the experience we get from other countries
- **Should all of us contact/visit all local sites of these groups and refer to Dilucup use abroad?**
- Bottom-up approach is often more effective than top down with our products
- **What do you think?**

Use of Dilucup in Cosmetics Industry

- Producers of cosmetics perform a large number of dilutions when performing challenge tests
- The wider incorporation of probiotics in cosmetic products leads to an increase of the number of dilutions performed by specialized laboratories
- This sector is expected to grow by 6 %/year until 2030
- Reagent prices in this sector are usually higher than in the food sector
- For all these reasons, LabRobot would like to enter this market segment

Use of Dilucup in Cosmetics Industry

- First potential new product identified = Eugon LT 100 (neutralizing diluent)
- Feasibility study already performed in the lab
- First pilot production expected before the end of this year
- **Are you already dealing with cosmetics and interested in promoting this new product?**
- **Have you any other need for a specific broth for cosmetics?**

Competition

- Since 2001, users of Dilucup never moved back to traditional dilution tubes
- During 20 years, LabRobot lived almost without competitor
- In the last 5 years, we have learned to count with Inlabtec serial dilutor
    - https://inlabtec.com/wp-content/uploads/2023/09/Inlabtec_Serial_Diluter_UC_Howitworks.mp4

Competition

- Dilucup vs Inlabtec = 2 radically different concepts

Dilucup System	Inlabtec Serial Dilutor
Ready-to-use prefilled diluent + QC certificate	Diluent to be produced and QCed
Cheaper device, more expensive consumables	More expensive device, cheap consumables
Volume accuracy 9,0 mL +/- 0,5 to 1 %	Volume accuracy 9,0 mL +/- 2 %
No set-up time	Necessary set-up (pipette, tubing, calibration)
Approx. 30 % quicker	Less plastic waste (0,25 g/bag vs 2 g/cup)
Safer, traceable	Risk for cross contamination (tubing)

Competition

It’s of course possible to compete against Inlabtec:

- ✓ Some customers use Dilucup because Inlabtec was found to be too complicated
- ✓ Some use Dilucup when higher productivity is needed
- ✓ Some use Dilucup for products with high number of dilutions
- ✓ Most of Inlabtec users moved from glass tubes to Inlabtec. Moving from Dilucup to Inlabtec is never seen as a benefit by technicians
- ✓ Inlabtec has not the required accuracy in the probiotics business
- ✓ Some customers want to trace their dilutions

Production of Dilucup with LED-UV

- Objective of the use of LED-UV is to move from irradiated product to autoclaved and aseptically filled product
- Technology need to be validated on site
- Parallel use of LED-UV and irradiation during all validation time
- When all products show to be sterile after filling irradiation won’t be necessary
- More sustainable production
  - No transport to/from irradiation
  - No high energy consumption like e-beam
- Packaging will be adapted

Dilushaker III

- Dilushaker III was launched in 2008.
- It was so reliable that many are still running after 15 years.
- **We propose to discontinue the Dilushaker III with 7x6 tray to help sales of Dilugent Shaker?**
- Only Dilushaker III with 7x3 tray would be kept in stock
- **What do you think? Do you agree with this proposal?**

Black Friday campaign

When: During all November month

What: Each Dilushaker III that you can trade in is worth at least 350 €

How: Specific Newsletter sent to Distributors and all customers registered on labrobot.com

- ✓ 1st sending on November 3
- ✓ reminder on November 12

Be prepared!

Vielen Dank!

Tack så mycket!

Ontzettend bedankt!

Kiitos paljon!

Thank you so much!

Mange tak!

Щиро дякую!

Villmools Merci!

Muchas gracias!

Tusen takk!

Grazie mille!

Merci beaucoup!

Go raibh míle maith agat!