

SCIENTIFIC SOLUTIONS



Serving the Marketing Needs of the Analytical Instrumentation and Scientific Community



In today's analytical instrumentation and scientific marketplace, it is essential to be one step ahead of your competitors. It is clear that companies who consistently achieve market leadership, spend a great deal of time fine-tuning their marketing message. Unfortunately, many organizations and companies don't have a full complement of marketing expertise at their disposal to produce a high quality marketing message. For that reason, they have to rely on the help of outside departments, agencies and public-relations companies, who are well-versed in the mechanism of producing marketing material, but have very little understanding of the technical issues. This can often be frustrating to the scientists and technologists who designed a piece of equipment, because, although having an intimate knowledge of the technology, they generally don't have a flair for marketing the product. Unfortunately, this often results in unavoidable delays, which, if not managed properly can increase the cost of a project.



Outside agencies have a limited understanding of the technical nature of a marketing project



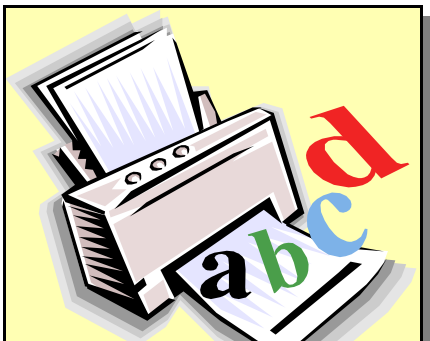
There is no question that high caliber marketing people are essential to market innovative high-technology products. This is particularly true for large companies with many product lines, who have to get their message across in a clear and consistent manner. However, it is also a fact of life that most marketing projects are very expensive and if not managed

SCIENTIFIC SOLUTIONS is skilled in both the technology and production aspects of technical marketing.

correctly, can quickly consume a company's marketing budget.



No one understands these issues better than **SCIENTIFIC SOLUTIONS**. Founded on 20 years of global sales and marketing experience in the analytical instrumentation business, **SCIENTIFIC SOLUTIONS** has the expertise to produce



SCIENTIFIC SOLUTIONS produces the highest quality marketing message at the most cost-effective price

collateral material of the highest quality, in the minimum amount of time. Because we understand your problems, we guarantee we'll get the job done in the most efficient manner, but most importantly... at the most cost-effective price.



Some of the many marketing services offered by **SCIENTIFIC SOLUTIONS** include:

- Brochure/Newsletter production
- Creation of direct-mail pieces
- Wall posters
- Production of data/spec sheets

- Technical/Application Notes
- Advertising copy
- Powerpoint presentations
- Sales/Marketing binders
- Seminar/conference material
- CD ROM creation and production
- Trade journal articles/papers
- Website design
- Tradeshow display material



Don't let diminishing marketing budgets impact your ability to be the market leader



In today's corporate climate, cutting costs is a way of life and often sales and marketing budgets are affected the most. Don't let this impact your ability to be No 1. **SCIENTIFIC SOLUTIONS** has the know-how to produce a high quality marketing message for your company... at a cost you can afford. Contact us now for more information.

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