

Research[®] plus: 30-second demo

Use the following themes to present the Research plus pipette to a customer. It is most convincing if the customer gets the chance to touch the instrument and play with it. Offer a demo!

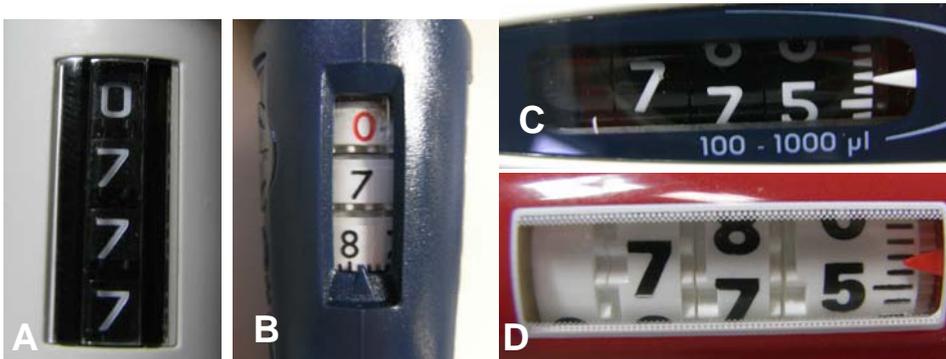
1) Ergonomics

The Research plus pipette is very ergonomic. Point out that all ergonomic factors summarize: Weight, operating forces, tip attachment forces and button positioning.

2) Volume window:

Explain your customer the benefits of the Research plus volume window:

- Position: Reading of display possible during pipetting
- 4 digits: Set a volume accurately
- Haptic feedback: Feel a click to be sure to have set the volume accurately



Legend: A = Research plus pipette / B, C, D = competitor pipettes

→ Explain the difference in volume setting between Research plus and competitors (excluding Brand): Ask the customer to set a 100-1000 μ l pipette to 777 μ l. Pictures above show the difference: B) can not be set to 777 μ l, C) and D) give no clear information.

3) Easy disassembly and assembly:

Explain and show your customer how easy it is to disassemble, clean (in case of contamination) and assemble the pipette.