FOSS Microbiology – Sales & Marketing Support

Product Positioning

- **Leads Generation**
- **Promotion Material**
- **Image Building**
- **Exhibition Material**
- **Further Assistance**





FOSS Microbiology – Product Positioning

• EiaFoss



Approvals
Data Handling Software
Experience

• MicroFoss



Rapidity Efficiency Flexibility

FOSS

EiaFoss - Rapid, Easy & Reliable

MicroFoss - Microbiological Screening Right to the point

-> Matching Promotion Material, Communication with Product Positioning

FOSS Microbiology – Leads Generation

Advertisement





FOSS

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Danshage, Pelanoy MJ, 1981

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Local Mailers

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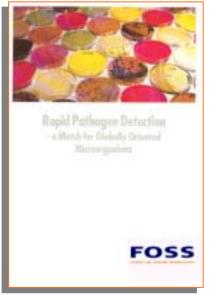


FOSS

Dedicated Analytical Solutions

FOSS Microbiology – Promotion Material

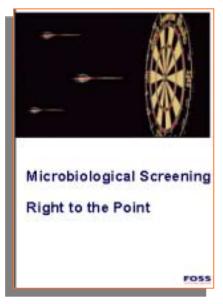
• Brochure & Insert



EiaFoss Brochure

- Salmonella Insert
- Listeria Insert
- E. coli O157 Insert
- Campylobacter Insert

• Brochure



MicroFoss Brochure

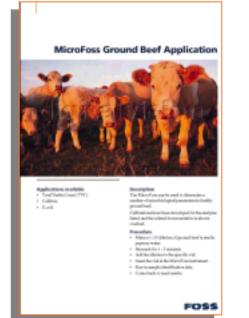
FOSS

-> MF Brochure in 7 languages (can be further translated on request) -> Renewed EiaFoss Brochure Soon to Come

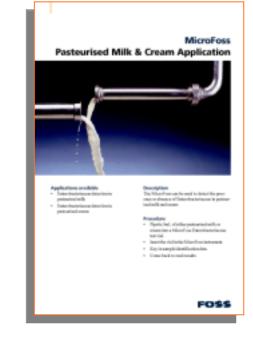
FOSS Microbiology – Promotion Material

Technical Datasheets

Technical Datasheets



- Ground Beef Datasheet
- Ground Pork Datasheet
- Chicken Rinse Datasheet
- Raw Milk Datasheet
- Pasteurized Milk Datasheet
- Yogurt Datasheet



FOSS

- -> Soon Available
- -> Adapted to More Technical People

FOSS Microbiology – Promotion Material

Customer Testimonials

Path Laboratory

Customer's Comments

"We have total confidence in the ElaPose automated rapid pathogen detection system from FOSS. When the system says the samples are negative, we know that we can rely on that?" 2. Antoi involved to lingu.

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ElaFos - Rapid, Easy and Reliable

EiaFoss Users

FOSS Microhiology

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Meat producers

Dairies

- Laboratories
- Denmark
- USA
- Korea
- Italy
- Spain



"The MicroFox technology is a very simple but powerful technology for the ananarsent of the microbiological quality of meats."

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MicroFoss - You can count on it?

MicroFoss Users



FORMAN

FOSS

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- Canada
- Spain
- USA (TBD)
- New Zealand (TBD)

• Meat producers

Laboratories

• United Kingdom (TBD)

-> Set of 10 EiaFoss/MicroFoss testimonials

-> Available Electronically (pdf) or as Print-outs

FOSS

FOSS Microbiology – Image Building

• Press Articles

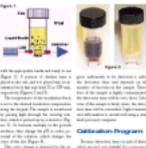
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• **Business Profiles**

FOSS, your Partner in Food Safety





InFocus Magazine

NOLOGICAL SCREENING - RIGHT TO THE POIN

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-> Authored, co-authored, submitted by, written for FOSS et al. -> International, National, Regional Papers & Newsletters

FOSS

FOSS Microbiology – Exhibition Material

• Posters



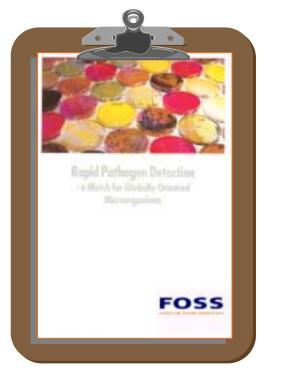
MicroFoss Poster (900mm x 600mm) featuring Reliability Efficiency Flexibility

FOSS

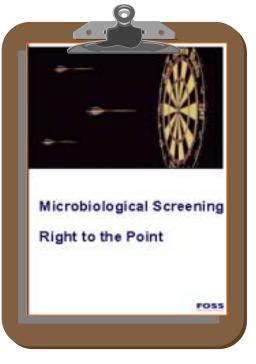
-> Available on loan, on request through your ASM

FOSS Microbiology – Exhibition Material

• **On-Booth Material**



EiaFoss Flip-over



MicroFoss Flip-over



Ongoing short Powerpoint shows

FOSS

-> Available electronically, on request, for adaptation

FOSS Microbiology – Exhibition Material

• On-Booth Give-aways



P/N:1020207Min. Quantity:50 pcsTransfer price:Dkk 12/USD 1.5

E-mail Opener



P/N:1024208Min. Quantity:50 pcsTransfer price:Dkk 18/USD 2.2

MousePad



P/N:1024216Min. Quantity:1 pcsTransfer price:Dkk 1.200 /USD 150

-> Orderable in FOSS SAP

FOSS

Dartboard

-> Ideal for during/prior- to the show communication

Dedicated Analytical Solutions

FOSS Microbiology – Further Assistance

• EiaFoss/MF 128 Available in the Lab to Test Your Products



- Setup of Customer Seminars / Symposium / Exhibitions / Workshop (Marketing/Technical Oriented)
- MicroFoss 32 as a "Loan" Unit (when possible)



• Customer Reference Lists (Available through Your ASM)

