

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

EiaFoss

- Rapid, Easy & Reliable

• MicroFoss



- Rapidity
- Efficiency
- Flexibility

MicroFoss

- Microbiological Screening Right to the point

-> Matching Promotion Material, Communication with Product Positioning

FOSS Microbiology – Leads Generation

- Advertisement



- Press Release



- Local Mailers

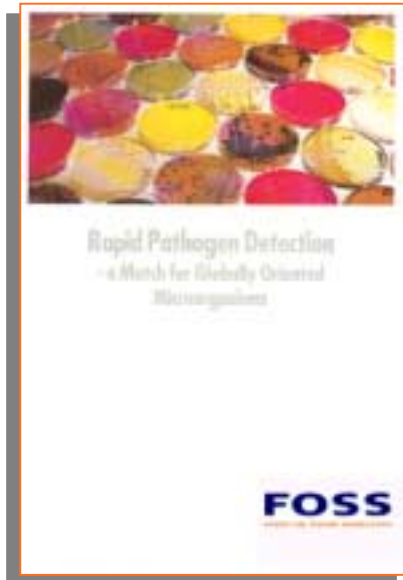


- Internet



FOSS Microbiology – Promotion Material

• Brochure & Insert



EiaFoss Brochure

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

• Brochure



MicroFoss Brochure

-> **MF Brochure in 7 languages**
(can be further translated on request)

-> **Renewed EiaFoss Brochure Soon to Come**

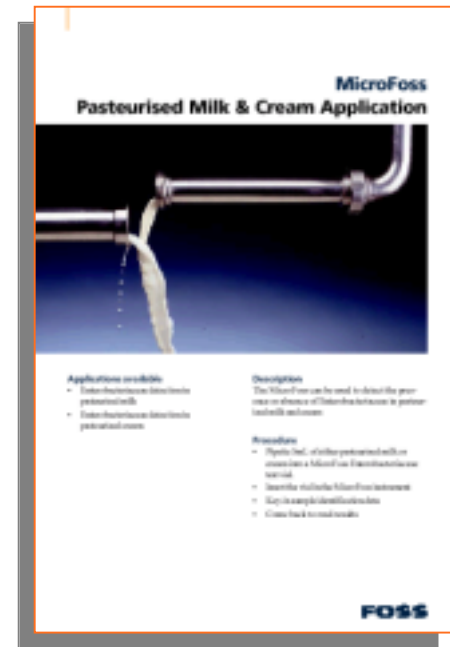
FOSS Microbiology – Promotion Material

• Technical Datasheets



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

• Technical Datasheets



-> **Soon Available**

-> **Adapted to More Technical People**

FOSS Microbiology – Promotion Material

• Customer Testimonials



EiaFoss Users

- Dairies
- Meat producers
- Laboratories
- Denmark
- USA
- Korea
- Italy
- Spain

• Customer Testimonials



MicroFoss Users

- Dairies
- Meat producers
- Laboratories
- Canada
- Spain
- USA (TBD)
- New Zealand (TBD)
- United Kingdom (TBD)

-> Set of 10 EiaFoss/MicroFoss testimonials

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

FOSS Microbiology – Image Building

• Press Articles

TECHNOLOGY IN THE PLANT

PLUG 'N PLAY HACCP

Microbiological testing is beginning to catch up with real-time plant operations thanks to a computer-based monitoring system that integrates into HACCP programs. *By Scott M. Russell and J. Steve Doherty*

A new microbiological testing system has been developed that may be used to quickly estimate bacterial population increases with minimal labor and time. The system, called the Plug 'n Play HACCP, is a computer-based monitoring system that integrates into HACCP programs.

The system consists of a series of sensors that are placed in the production line to monitor the growth of bacteria. The sensors are connected to a computer system that monitors the data and provides a real-time readout of the bacterial population. The system is designed to be used in a variety of food processing environments, including dairy, meat, and poultry processing.

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Figure 1



Figure 2

• Business Profiles

Business Profile

FOSS, your Partner in Food Safety

FOSS is a leading provider of microbiological testing solutions for the food industry. Our products and services are designed to help food processors improve their food safety and quality control programs. We offer a wide range of products and services, including:

- Microbiological testing equipment
- Food safety consulting services
- HACCP program development
- Food safety training programs

FOSS is committed to providing the highest quality products and services to our customers. We have a proven track record of success in the food industry, and we are proud to be a leading provider of microbiological testing solutions.



Figure 1

• InFocus Magazine

MICROBIOLOGICAL SCREENING – RIGHT TO THE POINT

By Laurel Davis, Marketing Manager, Food Division, FOSS

In a food processing plant, microbiological screening is a critical part of the quality control program. It helps to identify and eliminate potential sources of contamination before they reach the consumer. The most common method of microbiological screening is the use of culture-based methods. However, these methods can be time-consuming and expensive.

The new MicroScan system, from FOSS, offers a faster and more accurate method of microbiological screening. The system uses a series of sensors to monitor the growth of bacteria in real-time. This allows for the detection of contamination much earlier than traditional methods. The system is also much easier to use and requires less labor.



Figure 1

The MicroScan system is a computer-based monitoring system that integrates into HACCP programs. It consists of a series of sensors that are placed in the production line to monitor the growth of bacteria. The sensors are connected to a computer system that monitors the data and provides a real-time readout of the bacterial population. The system is designed to be used in a variety of food processing environments, including dairy, meat, and poultry processing.

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

FOSS Microbiology – Exhibition Material

• Posters



**EiaFoss Poster
(900mm x 600mm)
featuring WinEia
Data Handling
Software**

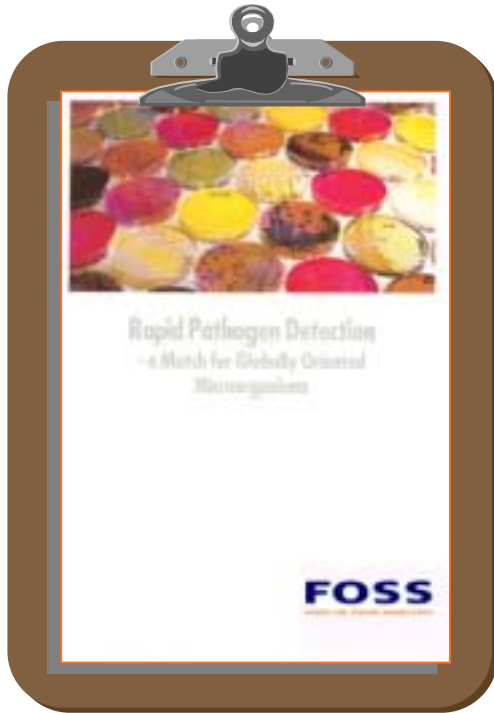


**MicroFoss Poster
(900mm x 600mm)
featuring Reliability
Efficiency
Flexibility**

-> 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

-> Available electronically, on request, for adaptation

FOSS Microbiology – Exhibition Material

• On-Booth Give-aways



P/N: **1020207**
Min. Quantity: 50 pcs
Transfer price: Dkk 12/USD 1.5

E-mail Opener



P/N: **1024208**
Min. Quantity: 50 pcs
Transfer price: Dkk 18/USD 2.2

MousePad



P/N: **1024216**
Min. Quantity: 1 pcs
Transfer price: Dkk 1.200 /USD 150

Dartboard

-> Orderable in FOSS SAP

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

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)**