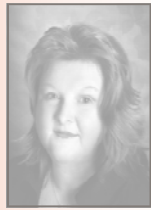


Consultants
for
Analytical
Manufacturers



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Manufacturing & Operations
International Sales & Marketing
Applications & Instrument Training
Sales Training & Management Development

Cambridge Manufacturing Solutions

Operations Improvements • Growth Management

C4AM

www.c4am.net



Suzy Lynch

Director

- Make impressions
- Engineer an illusion
- Fabricate some magic

“Improved quality, expansion and profitability are the 3 key drivers that deliver the goods for tomorrow’s business growth. We work to achieve this by looking in depth at the complete manufacturing process from suppliers, through manufacture and testing, to customer installation and servicing. Analytical instrument and consumable product manufacturers benefit much more from a total bird’s eye perspective of the entire process; and the strategies developed to generate less waste and lower cost of goods result in significant increased profitability throughout. We tailor-make support which is available for both small and start-up product companies who have insufficient manufacturing resource, as well as established companies who wish to improve product quality, cost or delivery performance. Cambridge Manufacturing Solutions can steer your business ingeniously - no matter where you currently are with your production.”

Suzy Lynch is a Chartered Mechanical Engineer with an MA from Cambridge University. She has over 15 years of manufacturing experience in the science and high-technology sectors, including both instrument and consumable products. Her portfolio of production improvements includes high-throughput screening systems, compound storage modules, bacterial detection instruments and automated microfluidic dispensing using disposable tip technologies.



Key Services

Operations Improvements

Increased Manufacturing Capacity

Product Cost Reductions

Quality Improvements

Delivery Performance

Strategic Component Sourcing

Facilities Expansion

Forecast & Demand Management

Transport Testing

Effective Product Introductions

Manufacturing wizardry

www.cambridgemanufacturingsolutions.co.uk

Amoeba Sciences Ltd.

International Sales & Marketing • Product Management

C₄AM

www.c4am.net



Martine Barnes
Director

- Prosper in remarkability
- Master magnetism
- Strike gold

“Engage with your customers, build the right tools and mine in the best area – and your products and sales will become truly remarkable. Amoeba Sciences is the only company specialised in the analytical & life science markets to offer fully integrated product management, sales & marketing support. From user and competitor product experiences, through to new product conception, development, beta-testing, applications and proof of performance. We also develop all product communications and manage product launch, promotions, and technical PR in industry publications. And that’s not all. Amoeba Sciences provides a one-stop create-deliver-distribute in-house service for marketing collateral. We will even kick start business development and find smart channels to market across Europe - so you maximise your returns on R&D investments as soon as possible. Isn’t that just remarkable? Whether you are instrument or consumable product manufacturers, distributors, channel partners or related suppliers - come and get your share of the gold-rush through us. We have no competitors!”

Dr Martine Barnes has over 10 years of sales, marketing and product management experience for some of the world’s leading analytical instrument and consumable product manufacturers. Her achievements portfolio includes the delivery to market of multi-million dollar products for applications in the separation sciences and detection markets and several years in end-user and OEM business development of consumable products and instrument training to European and US wide audiences. She writes for leading industry journals in analytical science consumer correspondence. Martine holds a BSc. and a PhD. in Chemistry and is based in the Netherlands.

Forget perfection
Start being remarkable

www.amoebasciences.eu



Key Services

Product Development, Launch Applications & Promotion

Proof of Product Performance & Testing

Distribution, OEM & Channel Partnering

Product Branding & Lifecycle Strategies

Marketing Communications

Media Correspondance & PR

Business Development & Conference Support

Competitor & R&D ROI Analysis

Campaign Management

Market Research & Customer Audits

Pivotal Sales Training Ltd.

Sales Training • Management Development • Coaching

C4AM

www.c4am.net



Steve Cole
Director

- Work the pitch
- Lead the team
- Outrival the competition

“In today’s competitive environment, suppliers need a strategy to both win and retain existing customers. Only the fittest will survive. Pivotal Sales Training offers a fresh approach to sales training and development. Our philosophy is different; we aim to bring long lasting benefits to your business by significantly enhancing individual performance and the sales process in use. Our unique personalised approach ensures optimal learning for your organisation and delivers results that last. Pivotal Sales Training is applicable to instrument manufacturers, consumable suppliers and service organisations. We focus on providing practical solutions for today’s real life situations. Training can be provided in customised in-house format, as an open-workshop, or via one-to-one coaching.”

Steve Cole has over 20 years experience up to board level of leading sales teams and international distributors; as well as implementing sales training and management development programmes in the scientific, healthcare and technology markets. Steve has considerable international experience having worked throughout Europe, North America and the Far East. His approach is challenging but enjoyable.



Key Services

Managing Complex Sales

Distribution Management

Performance Coaching

Consultative Selling

Sales Management

Team Leadership

Negotiation Skills

Strategic Account Development

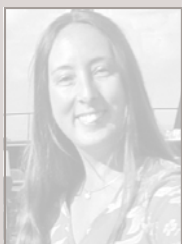
Customer Service

Sales Awareness

Winning demands the right tactics

Maximise the chance to win

www.pivotalstretraining.co.uk



Diane Turner
Director

- Symphonise a harmony
- Orchestrate a spectacle
- Rehearse the grand finale

“Analysts buy instruments for what they do, not what they are. At Anthias Consulting we take great pride in conducting the right music analysts want to hear. Being in tune with customers whether it be a product demonstration, instrument training or applications support, is critical to ensuring acceptance of the product. Anthias Consulting Ltd. works to make instrument and consumable products accessible to all levels of audiences. We focus on integrating the benefits of instruments, consumable products and retrofit equipment to achieve the best performance possible; both before purchase, after sales training and post-sales support. We even help analytical manufacturers develop new instruments through testing and applications development, in conjunction with both consumable and retrofit products. Don't be just music to anyone's ears, come and create the songs your customers will want to sing praises about.”

Diane Turner is a renowned analytical instrument applications specialist in the fields of gas chromatography, mass spectrometry and retrofit equipment. She has set-up and run training laboratories and written industry leading application notes. She independently runs product demonstrations, training courses and applications support on behalf of analytical instrument and consumable product manufacturers. Diane has previously worked in high-throughput analytical laboratories and holds an MSc in Instrumental and Analytical Methods in Biological and Environmental Chemistry from the University of Warwick, UK.



Key Services

Product Demonstrations

Method Development

Applications Support

Instrument Training

Manual Authoring

Applications Notes

On-site Assistance

Training Solutions

Product Testing

IT Support

Accomplish a standing ovation

www.anthias.co.uk



Consultants *for* Analytical Manufacturers

is a support infra-structure of analytical industry specialists.

Our services benefit analytical instrument and consumable product manufacturers with:

- Independent expertise
- Intermittent project-based support
- Innovative & integrated solutions for business growth

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Accept a free consultation from us in the areas where your business strives to grow...

Testimonials available on request.



Applications
Instrument Training
Method Development

Anthias Consulting Ltd.

www.anthias.co.uk

E-mail: dturner@c4am.net

Tel :+44 (0)1480 831262

Skype: anthiasconsulting (internet free calls)

Contact: Diane Turner



Coaching
Sales Training
Management Development

Pivotal Sales Training Ltd.

www.pivotalstretraining.co.uk

E-mail: scole@c4am.net

Tel :+44 (0)1728 638544

Contact: Steve Cole



International
Sales & Marketing
Product Management

Amoeba Sciences Ltd.

www.amoebasciences.eu

E-mail: mbarnes@c4am.net

Tel :+31 (0)76 522 8507

Skype: amoebasciences (internet free calls)

Contact: Martine Barnes



Growth Management
Operations Improvements

Cambridge Manufacturing Solutions

www.cambridgemanufacturingsolutions.co.uk

E-mail: slynch@c4am.net

Tel :+44 (0)7730 623716

Contact: Suzy Lynch