

**eppendorf**

# Launch of Eppendorf Fast PCR Tube Strips

**Launch information for Channel Partners**

Bhavin Kotak, Hamburg, May 2018

- > What we Would Like to Achieve
- > Fast PCR Consumables – Marketing Story
- > Competition
- > Global Launch Campaign
- > Sales Information
- > Summary

## Agenda

What we would like to achieve

**eppendorf**

## Eppendorf's Objective's of New Introduction

Marketing - To complement the 'speed' story in relation to the X50

Targeting - Identify users of Fast PCR Reagents, eg. Customers working with human genomic DNA, Long range amplification, Genotyping

Sales - To help gain further momentum of X50 sales and diversify sales of PCR consumables

Customer Perception - For Eppendorf to be the expert partner in PCR



## Eppendorf Global Product Launch – May 2018

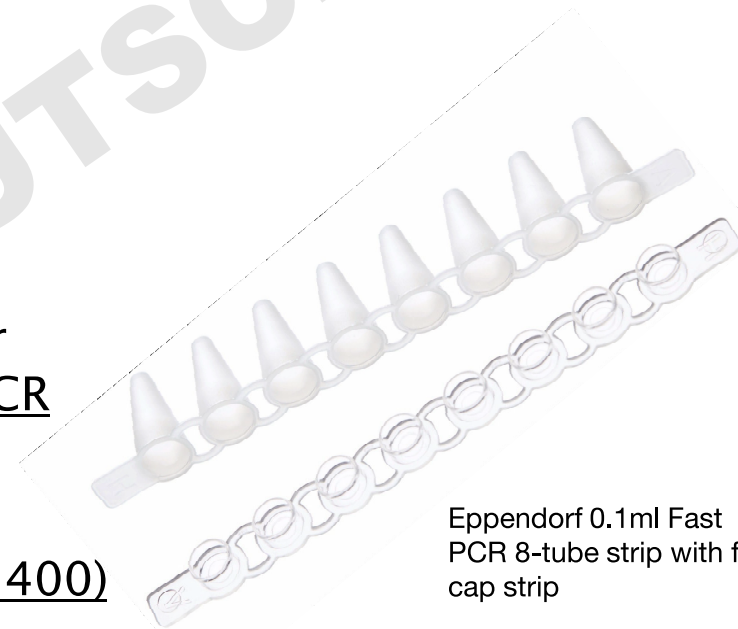
### Eppendorf Fast PCR Tube Strips

A new 'smart-consumable' and unique in the market

**USP** – Higher yield

**Target Customers** – X50 customers, or customers looking to transfer to Fast PCR

**Benefit** – Brighter bands (Please see AN400)



Eppendorf 0.1ml Fast PCR 8-tube strip with flat cap strip

## Customer View – End-Point PCR

PCR is often seen by customers as a **workflow bottle-neck** due to the amount of time a run can take

Recent focus on cyler ramp rates = **Improved ramp rates**

Recent focus on enzyme speed = **Faster enzymes**

Very little focus on **heat transfer from block to reaction** which has an effect on speed and yield



This has a very visible benefit on PCR yield

## Definition of Fast PCR

- > There is no definite definition! Most manufacturers refer to general guidelines:
- > Amplification of genomic DNA fragments with a length of up to 500 bp within 30 minutes.
- > Run times of 40 to 50 minutes for larger DNA fragments with a length of up to 2 kb.

## The Opportunity.....

- > Components/Mechanism of fast PCR (plastics, cycler, reagent, 2 step protocol, or something else) is not defined. Market is free to steer itself.
- > Introduction of Fast PCR Tube Strips is an attempt by Eppendorf to steer (lead) the market.

# Benefit of Eppendorf Fast PCR Consumables

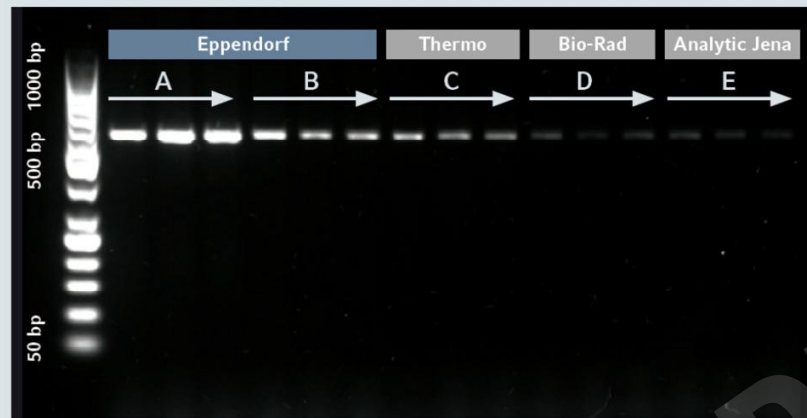


Figure 1: SpeedSTAR™ Protocol

- A: Fast PCR Tube Strips
- B: PCR Tube Strips
- C: ABI MicroAmp Fast 8-Tube Strips
- D: 0.2 mL 8-Tube Strips
- E: 8 Well Strip (0.2 mL, low profile)



Figure 2: GeneAmp™ Fast PCR Protocol

- A: Fast PCR Tube Strips
- B: PCR Tube Strips
- C: ABI MicroAmp Fast 8-Tube Strips
- D: 0.2 mL 8-Tube Strips
- E: 8 Well Strip (0.2 mL, low profile)

Source: Application note 400 - Reduced PCR runtimes and increased yields using Eppendorf Fast PCR Consumables

- > Competitor names have been published in Application Note 400.

# Overall Benefit of Using Fast PCR Consumables

The Benefit of the Eppendorf Fast PCR Consumable is:

**Increased Yield**

The benefit of the Fast reagent kit / Fast enzyme / Fast cycler is:

**70% Time Saving**



## Main features

- > **Smart-Consumable**, The Eppendorf Fast PCR Consumables are made from a different polymer, resulting in improved thermal conductivity.
- > **Higher yields** in conjunction with Fast PCR reagents and Mastercycler X50 family
- > **Familiar** and widely accepted format with new material

## Increase focus on the 'speed' story

### Expand "Fast PCR" system

- > Elaborate and expand on current story with a new innovation
- > Accompany MC X50 with Fast PCR with consumables - targeting the same application and users
- > Enforce the Eppendorf system concept: You can get instruments and consumables which in sum provide an even better customer experience
- > Lead the smart consumable trend with a new innovation
- > Provide sales with a new and interesting story allowing Eppendorf to differentiate ourselves from the competition - A new 'hook' in the market!

## Internal Strategic Alignment

- > For... Researchers performing PCR in both, academic and industrial segments
- > Who... want to save time, improve results and use fast cyclers and/or enzymes
- > Eppendorf offers... Fast PCR consumables and the MC X50 - Perfect combination!
- > Unlike... Other Manufacturers
  
- > Only Eppendorf... offers the combination of a smart-consumable and instrument:
  - > Smart-Consumable: Fast PCR tube strip
  - > Fast Cycler: Mastercycler X50
  
- > Unlike our competitors:
  - > Eppendorf has not compromised wall thickness
  - > Eppendorf is not forcing customers to reduce reaction volumes
  - > Eppendorf is selling an optimized, but not a 'closed system.' Fast-PCR Consumables as well as Mastercycler X50 are ready to be used with other 'open products'

## Marketing story

Why should a customer buy the new Eppendorf Fast PCR consumables?

General idea:

- > Eppendorf's smart consumable improve's heat transfer, this approach is unique – it's a different story and fits current pain points of consumables said to be suitable for Fast PCR
  - > Eppendorf's is an innovator in this field and can be trusted to do things differently (better)

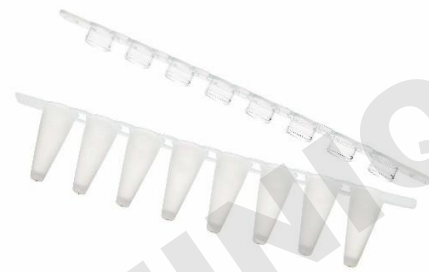
Main benefits/reasons to believe:

- > It's a simple and compelling story – shows a clear purpose
- > Supporting application note showing better results (brighter bands)
- > Smart-consumable is responsible for better results

# Products

## Three product [bundle] versions

- > Same Tube Strip product offered with different closing (cap strip) options (none, flat caps, domed caps).
- > Packaging analogous to standard PCR Tube Strips 0.1 mL (10 x 12 strips)
- > List prices 20% higher than standard PCR Tube Strips



Variant	Order Number
Fast PCR Tube Strip 0.1 mL	0030 124.901
Fast PCR Tube Strip 0.1 mL + Cap Strips flat	0030 124.910
Fast PCR Tube Strip 0.1 mL + Cap Strips domed	0030 124.928

## Competitor Landscape

### Brief Description:

- > PCR tube strips is a crowded market (almost every manufacturer's first entry into the market is with PCR tube-strips before plates)
- > Many cite 'thin walled' as a feature to address Fast PCR
- > Many are designed to reduce reaction volumes
- > Many are non standard formats forming 'closed systems' with cyclers

Eppendorf Fast PCR consumables are made of Polyethylene, giving better heat transfer than polypropylene. Polyethylene tube walls do not need thinning to aid heat transfer. They are designed as a 'standard format' for easy transfer from standard PCR consumables and can be used with any 'standard' format PCR cycler that will accommodate a 0.1 ml PCR tube strip for standard end-point PCR, Fast PCR or Real-Time PCR

## How competitors accommodate Fast PCR?

### Cyclers

- > Thermo blocks with higher heating and cooling rates

### PCR reagents

- > Special (Fast) enzymes or addition of assisting agents (e.g. melting agents alter the melting behaviour of DNA)
- > Reduction of reaction volume

### PCR programs

- > Elimination of initial denaturation step, reduce cycle number and duration of extension step

### PCR consumables

- > Thinner walls
- > Lower volumes
- > Special formats (mainly in diagnostics and unsuitable for automation)



# Global Campaign – Eppendorf eShop

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Eppendorf UK > Products > Not released > PCR (nr) > Eppendorf Fast PCR Tube Strips

## Eppendorf Fast PCR Tube Strips



Eppendorf invented the microcentrifuge tube in 1963. Eppendorf tubes® have shown to be reliable companions for your daily work. The Eppendorf Fast PCR Tube Strips made of Polyethylene transfer heat faster than the tubes made of traditional plastics. The Fast PCR Tube Strips are particularly suited to scientists using Fast PCR Reagent Kits, scientists trying to speed up protocols or cyclers with high heating and cooling rates - such as the Eppendorf Mastercycler X50 family. [More information](#)



### Product Information

Original Eppendorf PCR Tubes are manufactured to the highest Eppendorf quality standards and are certified PCR clean. The Fast PCR Tube Strips can be purchased standalone, or with flat or domed cap strips.



## Recommendations for Sales

Market penetration and success depends on two main factors:

1. **Targeting** – Essential not to talk to every PCR customer but specifically those who are a ‘good fit’ to the target customer
2. **Telling the story** – Our competitors have a wider reach over most common marketing channels, we need to ‘drive our story’ into each relevant customer individually
3. **Sampling** – With every X50 demo and every X50 sold!

## Target customers

### Target customers for the new Fast PCR Tube Strips:

- > Mastercycler X50 users
- > Mastercycler X50 leads
- > Customers using Fast PCR reagent kits, or 'fast' enzymes
- > Users of other 'fast cyclers'
- > Real-time PCR customers (looking for speed and accuracy at the start of the run)

### Specific Complimentary products relating to PCR:

- > Mastercycler X50 family
- > PCR cap strips

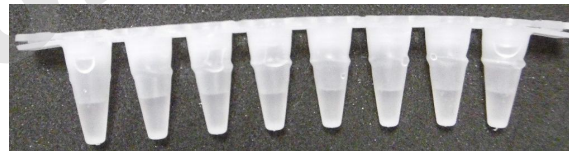
## Other Cross-selling opportunities

Customers who may buy the Fast PCR Tube Strips will also require:

- > PCR Tube Strip rotors
- > Other 'smart consumables'
- > PCR Cyclers
- > PCR Cap Strips
- > twin.tec® plates
- > Single/Multichannel pipettes and/or E3/E3x with CombiTips

## Please be aware.....

- > Fast PCR Consumables are not autoclaveable
- > Fast PCR Consumables are translucent
- > All caps are made of polypropylene (do not differ from standard caps)
- > We are not yet offering any other format
- > Minimal uniform compression is seen when single tube strips are used
- > It is likely that customers will need to optimize PCR when changing anything (including the tube)



## Other KPI's

### Other Goals:

- > Raise awareness of the Eppendorf Mastercycler X50 offering and benefits
- > Raise awareness of the PCR smart consumables offering and benefits
- > Increase market share of both PCR consumables and cyclers

## Summary

Global Launch 01.06.2018

PCR Tube strips are the next 'smart-consumable' from Eppendorf. When used for Fast PCR, they give better yield and brighter bands

Application note 400 visualises benefit

Suitable for PCR, Fast PCR, Real Time PCR

Optimized for use with Mastercycler X50 and compatible with other cyclers

New, unique and relevant story in the PCR market!



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Thank you