

# analytikLtd

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## **Analytik continues to collaborate on excellent marketing projects with students at Cambridge Institute for Manufacturing (IfM).**

*Cambridge, UK, 16<sup>th</sup> March 2017: Analytik, leading suppliers of innovative analytical solutions to the UK and Ireland, reports on the student projects investigating various industries for the OEM NIR spectroscopy and nanoparticle tracking analysis (NTA) applications.*

Since 2008 Analytik has been providing excellent research opportunities for students at Cambridge Institute for Manufacturing (IfM).

The recent marketing projects focused on Particle Metrix's [ZetaView](#) nanoparticle tracking analyser and Si-Ware's [NeoSpectra™](#) FT-NIR MEMS spectral sensor selected from Analytik's broad product range. Both products are new to Analytik to distribute in the UK and Ireland, so the key project objectives were to understand potential markets and applications.

Working within a two week time frame, the students mapped out the various markets and communicated with key personnel from a wide range of different companies and organisations. Findings of the projects demonstrated a great level of work accomplished in such a short space of time and were successfully presented to the Analytik team.

Talking about the successful collaboration with the IfM Adam Hilles, Analytik's Service Support and Sales Specialist, says "The market research projects carried out by the students this year have provided Analytik with valuable information on a variety of markets for our new product ranges. All the recommendations and data collected will help Analytik to develop efficient marketing and sales strategies. The projects have also enabled the students to gain useful insight into the fundamental aspects of operating a business, gain valuable industry knowledge and speak to various industry experts".

IfM Course Director, Tom Ridgman, continues "The two projects gave the students valuable insights into the challenges of identifying markets for new and innovative instrumentation products. By working with the Analytik team they looked at the process of how to refine a very wide range of possible opportunities down into a practical marketing plan and experienced the hard work necessary to gather opinions from potential customers and other experts in a deep technical domain. These opportunities are of tremendous value to our students because as well as the technical skills they develop it teaches them how to collect data from a wide range of sources, piece it together in a coherent form and present it in a succinct and persuasive form. We are very grateful to Analytik for giving them this opportunity and look forward to working with them again in the future."

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Analytik looks forward to welcoming next year's IfM students and continuing their productive relationship with IfM. We all thank Bas aan de Stegge, Gregory Heidenreich, M erane Dubois and Audrey Ouyang for their excellent work and wish them all the best for their future careers.

**Attachment:**



*IfM Course Director and students with Analytik's team members/projects supervisors*

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**About...Analytik** are leading suppliers of innovative analytical instrumentation to the UK and Ireland. Delivering cutting-edge solutions from global technology providers, coupled with responsive service and flexibility has enabled Analytik to build an impressive customer base since forming in 2003. Analytik's partners include Agilent Technologies, ASD Inc. (a PANalytical company), SciAps, SiWare, Microfluidics, Sentronic, GL Optic, Avian Technologies, GeSiM, CPS Instruments, Particle Metrix, Videometer, Headwall Photonics, Quantum Northwest and Schmidt + Haensch. Solutions include portable and handheld spectrometers (FTIR, NIR & Raman), OEM NIR spectrometers, spectral imaging systems, light measurement systems, reflectance standards and coatings, non-contact nanolitre dispensing systems, nanoparticle size/zeta potential analysers, high shear fluid processors, sample temperature control systems, polarimeters and refractometers,

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