

## Grant Instruments turns filmmaker to help customers select the right lab products

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Tuesday, 21 July 2009

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- Annotated video clips demonstrate unique functionality and ease of programmability of Grant's laboratory products including centrifuges, rockers, rotators, shakers, mixers and stirrers

- Video clips depict the range of different movement across instrument classes, for example rotation, reciprocation and vibration, and provide buyers with a sense of the products' relative size

CAMBRIDGE, UK, July 21, 2009 - Grant Instruments ([www.grant.co.uk](http://www.grant.co.uk)), a world-renowned supplier of scientific, life sciences and data acquisition products, has turned filmmaker in order to help its customers to select the right laboratory product for their particular application.

A series of one-minute video clips have been filmed to show the functionality and ease of programmability of Grant's range of laboratory products which include everything from microplate and micro-tube thermoshakers, centrifuges, densitometers, rockers, rotators, shakers, mixers, stirrers and UV cabinets/PCR workstations to block heaters and coolers, baths and thermostatic circulators, re-circulating chillers and flow heaters.

The videos are cleverly annotated to demonstrate the key features and technical specifications of each different product. In particular, they show movement - for example rotation, reciprocation and vibration - in a way that would be difficult to depict using words and photos alone. The video playback technology for web users is based on the Adobe Flash Player and is embedded in the Grant web site so viewers do not need to download a plug-in in order to view the clips.

Nathan Neal, director of sales and marketing at Grant Instruments, said: "We have uploaded the first batch of video clips to our revamped web site and have so far had a very positive response from our customers, as well as from our distributors, who see these as a valuable sales tool. It's a real win-win situation all around!"

The Grant-bio PS-M3D multi-function 3D rotator is one of a batch of scientific instruments that has made its screen debut. This compact, variable speed, fixed angle rotator features 3D orbital rotation, reciprocation and vibration - all in one product - making it ideal for a variety of mixing applications including immuno precipitations and treatment of adherent tissue cultures in small volumes. The video clip succinctly summarises the product and its key specifications.

"If a picture is worth a thousand words, then how many words is a video worth?" added Nathan Neal. "By embracing the 'YouTube' video age, we are making it easier for customers to see exactly how our products work while giving them a sense of the products' relative size and dimensions. In turn, we get to show off our products' USPs - the incredible user interface and the wide range of movement types - simplicity and sophistication!"

Video clips of various Grant products can be viewed here - <http://www.grant.co.uk/Product+Videos/>

Grant's scientific products can be purchased worldwide through an extensive network of Grant appointed scientific product distributors. A full range of accessories is available, making the Grant product range one of the most comprehensive on the market for sample preparation and treatment, as well as representing excellent value for money.

Grant has been designing, manufacturing and distributing scientific products for nearly 60 years and has established a worldwide reputation for high quality, reliable and robust equipment designed to satisfy the most demanding applications for research in life sciences, chemical and general laboratories.

For more information about Grant's wide range of scientific products, please visit [www.grant.co.uk](http://www.grant.co.uk). Alternatively, please telephone +44 (0) 1763 260 811 or e-mail [scientificsales@grant.co.uk](mailto:scientificsales@grant.co.uk).

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#### About Grant Instruments

Grant Instruments (Cambridge) Limited ([www.grant.co.uk](http://www.grant.co.uk)) is a world renowned supplier and manufacturer of scientific, life sciences and data acquisition products. The company has been designing, manufacturing and distributing scientific products for nearly 60 years and has established a worldwide reputation for high quality, reliable and robust systems designed to satisfy the most demanding applications for research in life sciences, chemical and the general laboratory. Headquartered at Shepreth on the outskirts of Cambridge, England, the company has an extensive network of dealers and distributors servicing Europe, the Americas, and the Asia Pacific region.

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