

# Mini-UniPrep™ G2

## Launch Box – July 2012



GE imagination at work

Mini-UniPrep G2  
Launch Box – July 2012

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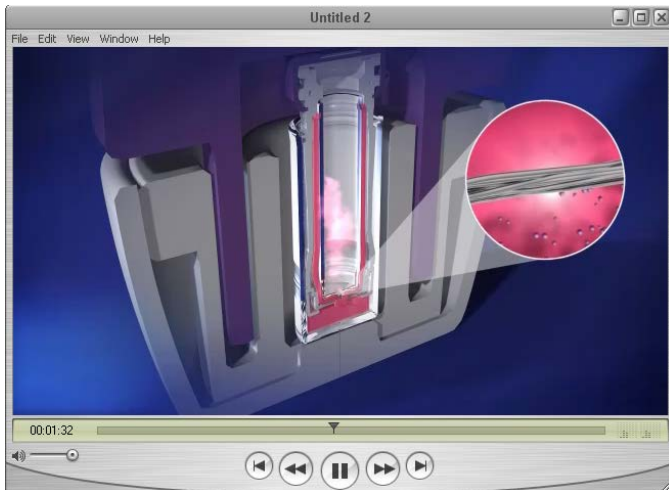


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Mini-UniPrep G2  
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# Video

- 3 resolution sizes to meet various needs [Folder link](#)
- Available on  
YouTube (add link)  
GE Life Sciences website (add link)



MUP_G2_half_res_revised_02.mp4	33 181 Ko
MUP_G2_high_res_revised_02.mp4	51 707 Ko
MUP_G2_revised_02_480x270.mp4	11 423 Ko

# High resolution & low resolution Pictures

[Folder link](#)

					
	<b>Multi-Compressor</b>	<b>Hand Compressor</b>	<b>One Mini-UniPrep™ G2</b>	<b>Multiple Mini-UniPrep G2</b>	<b>Evaluation kit</b>
LR	<a href="#">MultiUnit_beauty_01.jpg</a>	<a href="#">Single_Compressor_newBeauty_01RGB.jpg</a>	<a href="#">Beauty_SingleMUP_02_RGB.jpg</a>	<a href="#">Beauty_MultipleMUP_02_RGB.jpg</a>	<a href="#">MUP_sample_box_3D.jpg</a>
HR	<a href="#">MultiUnit_beauty_01CMYK.psd</a>	<a href="#">Single_Compressor_newBeauty_01CMYK.psd</a>	<a href="#">Beauty_SingleMUP_02_CMYK.psd</a>	<a href="#">Beauty_MultipleMUP_02_CMYK.psd</a>	

# Cost Calculator

[Link to file](#)

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Pressed for results?  
Press here →

Comparison of Whatman™ Mini-UniPrep™ G2 vs.  
Regular Method for HPLC Sample Preparation

Fill data in highlighted boxes

Number of samples prepared per day by the customer	1	
Lab labor rate used by the customer for accounting purposes (\$ / hour)	\$1.00	

	Regular Method	Mini-UniPrep G2 Method
1 Time		
time taken per sample (in minutes)	1	1
time taken to process samples (hours per year*)	4	4
Labor savings by switching to Mini-UniPrep G2 (hours per year*)	0	
Increase in productivity	0%	

2 Cost of disposables per sample		
disposable syringe	\$1.00	
Syringe filter	\$1.00	
Vial cap, septa	\$1.00	
Mini-UniPrep G2		\$1.00
total cost	\$3.00	\$1.00
Cost savings in disposable usage with Mini-UniPrep G2 based sample preparation	67%	


3 Cost of chemicals per sample		
Chemical 1/ sample	\$1.00	\$1.00
Chemical 2/ sample	\$1.00	\$1.00
Chemical 3/ sample	\$1.00	\$1.00
total cost	\$3.00	\$3.00
Cost savings in chemical usage with Mini-UniPrep G2 based sample preparation	0%	

Summary of annual savings with Mini-UniPrep G2 sample preparation

Annual labor savings	\$0.00
Annual disposable savings	\$480.00
Annual cost savings due to lower chemical usage	\$0.00
Annual chemical / solid waste disposal savings	\$1.00
Other (e.g. annual savings in administrative costs due to less disposables needed)	\$1.00
<b>Total annual savings when using Mini-UniPrep G2</b>	<b>\$482.00</b>

\* 260 working days per year

Sales Person Name \_\_\_\_\_ Date \_\_\_\_\_ m/d/yy

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Link to Landing Page

Sit with the customer, collect and enter the necessary information to compare syringe filter method to Mini-UniPrep™ or Mini-UniPrep G2.

NOT designed to be e-mail to customer.

DO NOT enter competitor costs and give to customer. Customer must provide the data.


Think about when to use the cost calculator.

# Give Away Magnetic dry erase board

[link here](#)


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Whatman™ Mini-UniPrep™ G2 for UHPLC/HPLC sample preparation


 Mini-UniPrep G2  
Syringeless filter  
Get advanced UHPLC/HPLC filter  
efficiency and the purity of glass.

Items to be ordered for the lab:

1.  
.....
2.  
.....
3.  
.....
4.  
.....
5.  
.....
6.  
.....
7.  
.....

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To watch the product demo and  
request a free sample, visit  
[www.gelifesciences.com/MUP-G2](http://www.gelifesciences.com/MUP-G2)  
or scan the QR code.



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ONLY to be given to  
Pharma & Industrial  
Customers

DO NOT give to  
Academic or  
Healthcare Accounts

Unique QR code  
directs to Landing  
Page

1500 printed by P&L

# 2 page sell sheet

29-0220-86 AC

[Link](#)

4 files in the folder:  
US Letter format – pdf and print  
A4 format – pdf and print

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Get advanced HPLC/UHPLC filter efficiency  
with the purity of glass.

The new Whatman™ Mini-UniPrep™ G2 Syringless Filter prepares samples for HPLC/UHPLC analysis three times faster than the traditional syringe filter method. Like the original Mini-UniPrep, it also reduces solvent and lab waste. And thanks to the new glass design, your sample will be as pure as possible with minimal risk of plastic leachables. All of which make the need for the new Mini-UniPrep G2 rather pressing.




To watch the product demo and request a free sample, visit [www.gelifesciences.com/MUP-G2](http://www.gelifesciences.com/MUP-G2) or scan the QR code.



Standard Cap - Translucent Housing	
Cat. No.	Description
GN20INPUCG	Mini-UniPrep G2 / Standard Cap with Translucent Housing / 0.2 µm PTFE 100pk
GN20INPUCGSP	Mini-UniPrep G2 / Standard Cap with Translucent Housing / 0.2 µm PTFE 100pk with Hand Compressor
GN20INPUCRG	Mini-UniPrep G2 / Standard Cap with Translucent Housing / 0.45 µm PTFE 100pk
GN20INPUCRGSP	Mini-UniPrep G2 / Standard Cap with Translucent Housing / 0.45 µm PTFE 100pk with Hand Compressor
GN20INPAQU	Mini-UniPrep G2 / Standard Cap with Translucent Housing / 0.2 µm PVDF 100pk
GN20INPAQUSP	Mini-UniPrep G2 / Standard Cap with Translucent Housing / 0.2 µm PVDF 100pk with Hand Compressor
GN20INPAQUG	Mini-UniPrep G2 / Standard Cap with Translucent Housing / 0.45 µm PVDF 100pk
GN20INPAQUSP	Mini-UniPrep G2 / Standard Cap with Translucent Housing / 0.45 µm PVDF 100pk with Hand Compressor
GN20INPENVLS	Mini-UniPrep G2 / Standard Cap with Translucent Housing / 0.2 µm Nylon 100pk with Hand Compressor
GN20INPESP	Mini-UniPrep G2 / Standard Cap with Translucent Housing / 0.2 µm PP 100pk
GN20INPESPSP	Mini-UniPrep G2 / Standard Cap with Translucent Housing / 0.2 µm PP 100pk with Hand Compressor
Standard Cap - Amber Housing (for light sensitive samples)	
Cat. No.	Description
GN20INPACGSP	Mini-UniPrep G2 / Standard Cap with Amber Housing / 0.2 µm PTFE 100pk with Hand Compressor
GN20INPAQUSP	Mini-UniPrep G2 / Standard Cap with Amber Housing / 0.2 µm PVDF 100pk with Hand Compressor
Slit Septum Cap - Translucent Housing	
Cat. No.	Description
GG20INPACGSP	Mini-UniPrep G2 / Slit Septum Cap with Translucent Housing / 0.2 µm PTFE 100pk with Hand Compressor
GG20INPACGSP	Mini-UniPrep G2 / Slit Septum Cap with Translucent Housing / 0.45 µm PTFE 100pk with Hand Compressor
Hand Compressor	
Cat. No.	Description
MUPG2HWC1	Mini-UniPrep G2 Hand Compressor 1/8pk

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Printed June 2012

06/2012 2902086



QR codes will be used throughout the campaign. All QR codes point to landing page

# Internal sales aid – 29-0250-14AA

[link](#)

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INTERNAL SALES AID ONLY  
DO NOT SHOW TO CUSTOMER

## Whatman™ Mini-UniPrep™ G2 – launch Q2 2012

Syringeless filter with integrated glass vial for UHPLC/HPLC sample preparation

### 1. Qualifying questions

Question 1: Are you doing sample filtration before UHPLC or HPLC?

Question 2: Do you have an auto-sampler?

### 2. Whatman Mini-UniPrep G2 description:

**Features:**

- Replaces vial, cap, syringe, syringe filter
- Contains integral glass vial

**Benefits:**

- Time and cost saving
- Minimized level of leachables
- Waste reduction
- One consumable item to order

**Additional Info:** Data sheet + Cost calculator + Video



#### MAIN COMPETITORS

- Syringe filters: Millipore Millex™, Pall Acrodisc™, Sartorius Minisart® private label
- Thomson SINGLE STEP Filter Vials
- Millipore Simplicity™ Filtration System

#### TARGET CUSTOMERS

- Quality control, R&D and method development labs in
- Pharma HPLC/UHPLC customers
  - Industrial HPLC/UHPLC customers

### 3. Propose complete solution to HPLC/UHPLC customers!

#### Mobile phase filtration and/or degassing



- Filtration membranes (PTFE, Regenerated cellulose, Nylon, etc)
- Filtration system

#### Sample Preparation



- Syringeless filters Mini-UniPrep G2 or Mini-UniPrep
- Syringe filters (eg. Whatman GD/X™, SPARTAN™, ReZist™)



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29-0250-14AA 09/2012



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# Ad artworks

- P&L: Preparation of artwork  
2 sizes: A4 and 1/3<sup>rd</sup> page [Link](#)
- Region:  
Use of artwork as appropriate in the regions  
(journals, roll-up, etc.)

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Get advanced HPLC/UHPLC filter efficiency with the purity of glass.

The new Whatman® Mini-UniPrep™ G2 Syringeless Filter prepares samples for HPLC/UHPLC analysis three times faster than the traditional syringe filter method. Like the original Mini-UniPrep, it also reduces solvent and lab waste. And thanks to the new glass design, your sample will be as pure as possible with minimal risk of plastic leachables. All of which make the need for the new Mini-UniPrep G2 rather pressing.

To watch the product demo and request a free sample, visit [www.gehealthcare.com/MUP-G2](http://www.gehealthcare.com/MUP-G2) or scan the QR code.



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We are showing the complete system although Multi Compressor is not Available until October

# Quick Response (QR) Code



Scanning the QR code with a smart phone will take the user to the Mini-UniPrep™ G2 landing page.

QR code on each ad or flyer is unique. Enables us to tell which are used/viewed as long as they are scanned.



To watch the product demo and request a free sample, visit [www.gelifesciences.com/MUP-G2](http://www.gelifesciences.com/MUP-G2) or scan the QR code.

Need free software (e.g. Scan) to be installed on the phone.  
For iPhones download from App Store.

# Landing page

[www.gelifesciences.com/MUP-G2](http://www.gelifesciences.com/MUP-G2)

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## Mini-UniPrep™ G2

The next generation syringeless filter designed with the demands of modern HPLC and UHPLC systems in mind.

Request your free sample



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Button to  
request sample

# Mini-UniPrep™ G2: Launch Campaign

[click here for picture](#)

## Call to action: Request Free Sample for Evaluation

- Specially designed sample pack
- Up to 10 samples plus Hand Compressor
- Customers register on webpage
- Sample fulfilled through Sample Central

- **P&L:** Shipment of empty boxes sent to sample departments
- **Regions:**
  - order the product boxes – fill in and send the samples
  - include the product in sample list



# 3 E-blast artworks

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 Watch the product video >>

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Button for Customers Registration & Sample Request

# Text for distributors catalogues and websites

<Name>	Product Name	Features and Benefits 1	Features and Benefits 2	Features and Benefits 3	Features and Benefits 4	Features and Benefits 5	Marketing Description	Paragraph 1 Body Text	Paragraph 1 Heading
GN203NPEORG	Mini-UniPrep G2 Standard Cap with Translucent Housing 0.2 µm PTFE	Mini-UniPrep G2 consists of an integral borosilicate glass autosampler vial, plunger with attached filter membrane, and septum/cap.	Glass construction of Mini-UniPrep G2 minimizes the risk of leachables contaminating the sample.	Designed to be loaded directly into the autosampler.	Visual indication that the sample has been filtered.	Wide range of membranes with 0.2 and 0.45 µm pore sizes to meet	Mini-UniPrep G2 Syringeless Filters are all in-one filters that replace	Mini-UniPrep G2 Syringeless Filters provide a fast and easy	
GN203NPEORGSP	Mini-UniPrep G2 Starter Pack Standard Cap with Translucent Housing 0.2 µm PTFE with Hand Compressor	Mini-UniPrep G2 consists of an integral borosilicate glass autosampler vial, plunger with attached filter membrane, and septum/cap.	Glass construction of Mini-UniPrep G2 minimizes the risk of leachables contaminating the sample.	Designed to be loaded directly into the autosampler.	Visual indication that the sample has been filtered.	Wide range of membranes with 0.2 and 0.45 µm pore sizes to meet	Mini-UniPrep G2 Syringeless Filters are all in-one filters that replace	Mini-UniPrep G2 Syringeless Filters provide a fast and easy	
GN203NPUORG	Mini-UniPrep G2 Standard Cap with Translucent Housing 0.45 µm PTFE	Mini-UniPrep G2 consists of an integral borosilicate glass autosampler vial, plunger with attached filter membrane, and septum/cap.	Glass construction of Mini-UniPrep G2 minimizes the risk of leachables contaminating the sample.	Designed to be loaded directly into the autosampler.	Visual indication that the sample has been filtered.	Wide range of membranes with 0.2 and 0.45 µm pore sizes to meet	Mini-UniPrep G2 Syringeless Filters are all in-one filters that replace	Mini-UniPrep G2 Syringeless Filters provide a fast and easy	

Link

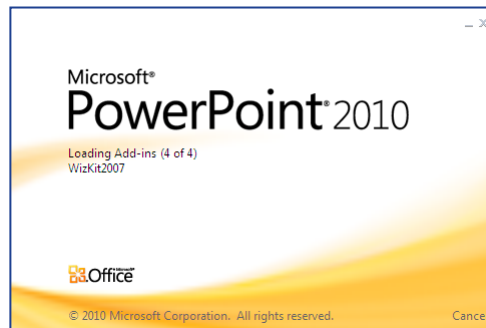


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Mini-UniPrep G2  
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# 3 PowerPoint pitches

- Mini-Uniprep™ G2 introduction pitch
- Training for GE internal use
- Training for use with distributors



# Banner artworks

Whatman™ Mini-UniPrep™ G2  
Syringeless filter for HPLC / UHPLC sample preparation



## Coming soon (end of July)



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Mini-UniPrep G2  
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# Data sheet

Coming soon (July)

29-0258-63

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Data File

Mini-UniPrep™ G2 Syringeless Filters

## Prepare UHPLC/HPLC Samples Three Times Faster and Minimize Leachables with the New Glass Design

The Whatman™ Mini-UniPrep™ G2 Syringeless filter simplifies UHPLC/HPLC sample preparation over the traditional syringe filter method. The Mini-UniPrep G2 is an all-in-one integrated filter that replaces the syringe, syringe filter, glass vial, cap, and septum (see Fig. 1). After the filtration step Mini-UniPrep G2 can be placed directly into the autosampler in readiness for injecting sample into the UHPLC/HPLC instrument.



Fig. 1: Mini-UniPrep G2 replaces multiple consumables

### Features of the Mini-UniPrep G2:

- Consists of an integral borosilicate glass autosampler vial, plunger with attached filter membrane, and septum/cap
- Filters samples three times faster compared to the traditional syringe filter method
- Glass construction minimizes the risk of leachables contaminating the sample
- Designed to be loaded directly into the autosampler
- Includes visual indication that the sample has been filtered
- Minimizes instrument downtime due to unfiltered samples
- Wide range of membranes with 0.2 and 0.45 µm pore sizes to meet specific sample filtration requirements



The Mini-UniPrep G2 includes an integral borosilicate glass vial housed within the plunger (see Fig. 2) and a borosilicate glass chamber for holding the unfiltered liquid. During the filtration step, the plunger is compressed into the glass chamber containing the unfiltered liquid. As the plunger travels downward, liquid flows through the filtration membrane to the top of the plunger and drops into the glass collection vial housed within the plunger (see Fig. 3). Therefore, the sample only contacts plastic for a very short period of time i.e. only while the plunger is being compressed through the unfiltered liquid. Once compressed, the Mini-UniPrep G2 is ready to be loaded directly on to the autosampler.

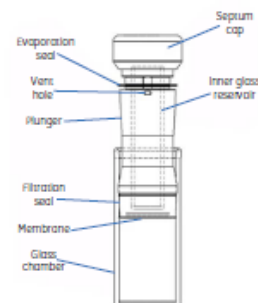


Fig. 2: Mini-UniPrep G2

Mini-UniPrep G2 comes in a number of configurations including slit septa for those autosamplers and robotic systems that require a slit septa. It is also available in amber for light sensitive samples. Amber Mini-UniPrep meets the requirements of the US Pharmacopeia (USP) and European Pharmacopeia (EP) for light transmission.



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