



EMAIL DELIVERY



This is an
interactive
document

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buttons to navigate*



the Analytical Scientist

the Cannabis Scientist

the Medicine Maker

the Ophthalmologist

the Pathologist

**the Small Molecule
Manufacturer**

**the Translational
Scientist**



Texere offer a range of email products from regular content driven eNewsletters to bespoke product and content delivery eblasts. Read on to find out more about the email products that we offer.

ELECTRONIC DIRECT MAILERS (EDM)

Our EDM templates offer customers the opportunity to market a range of products in a format that our readers are familiar with. Each template is fully responsive for easy access via desktop and mobile devices and is presented by one of our brands, adding additional credibility to your message.

Corporate Videos

Webinar Promotion

Product Introduction

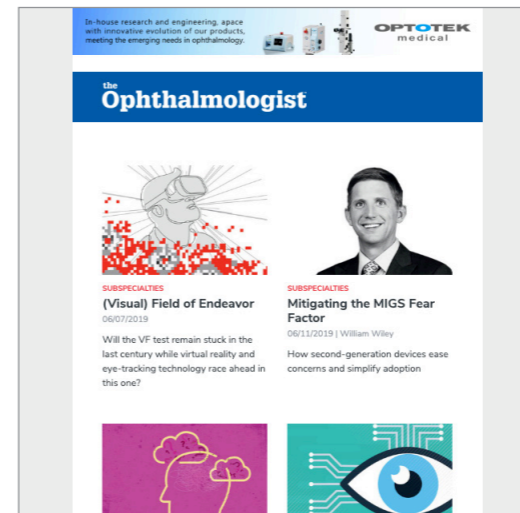
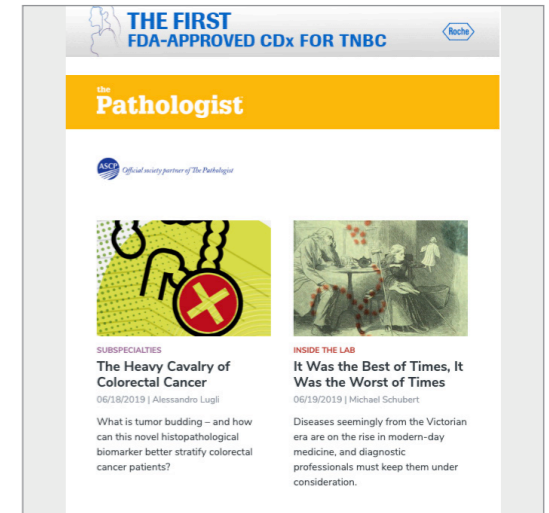
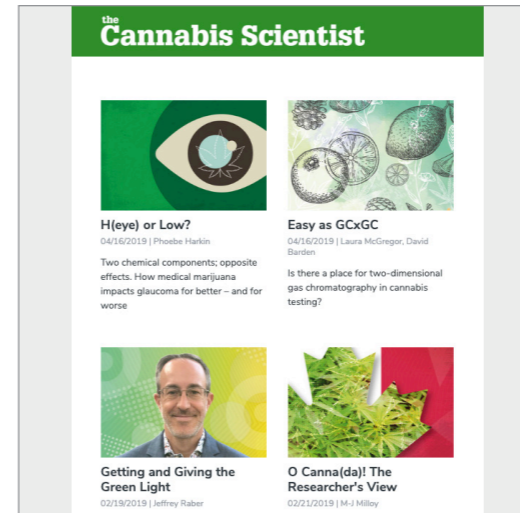
Educational Articles



NEWSLETTERS

Texere publish a selection of weekly eNewsletters updating readers on the current content published across our brands. The eNewsletters also provide companies with several marketing opportunities for regular exposure to our community of readers.

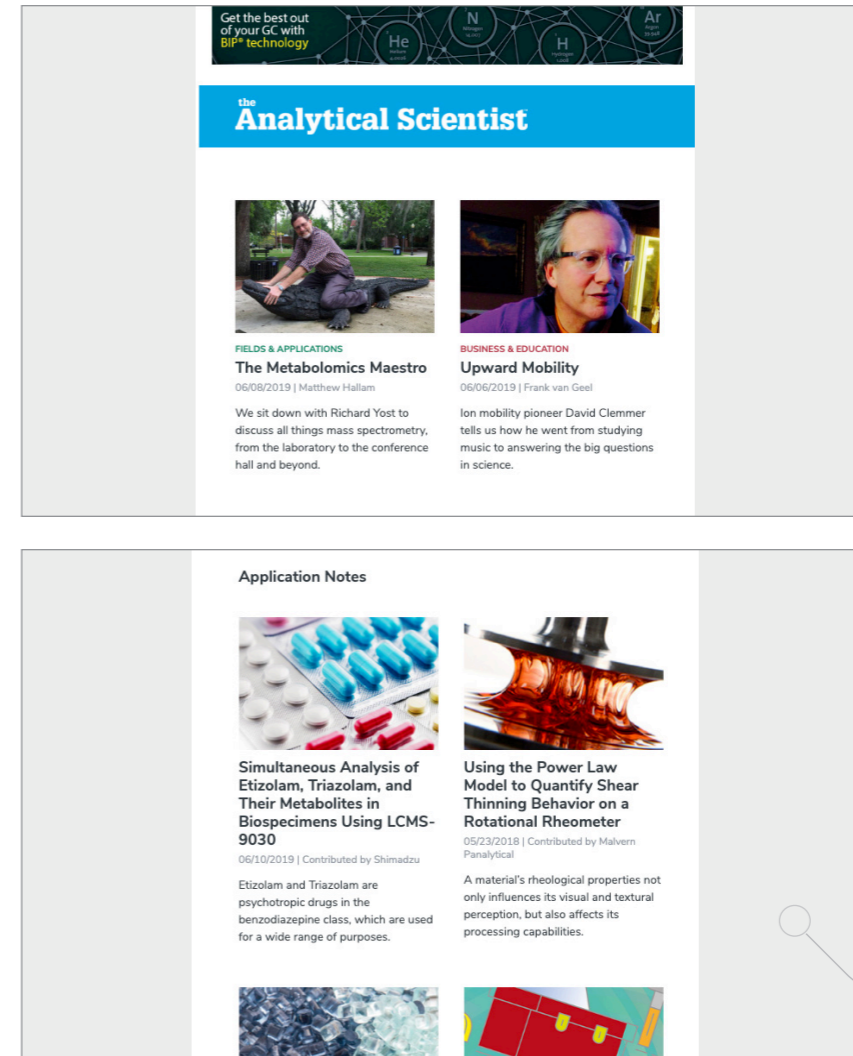
Weekly eNewsletters Examples



EMAIL NEWSLETTER MARKETING OPPORTUNITIES

The eNewsletter is one of the most diverse marketing tools we have available. Not only does it give companies the opportunity to connect with our dedicated readership on a regular basis ensuring you are in their minds during their buying cycle, it offers a diverse selection of marketing tactics including banner adverts, product profiles, application notes and much more.

Example



SINGLE SPONSORED E NEWSLETTER

In addition to our regular eNewsletter we offer customers the opportunity to create their own unique content rich eBlasts incorporating independent articles, customer led thought leadership pieces and 728x90 banner adverts. The content is delivered through our eNewsletter template and is targeted towards a specific industry, technique, or discipline.

Single Sponsored
eNewsletter:
Technique Targeted

Ellutia Chromatography Solutions **200 Series GC Affordable Compact GC** Click to discover more

the Analytical Scientist

Sponsored by: **Ellutia**

GC eNewsletter

HELDS & APPLICATIONS
The Sweet Smell of Success
11/07/2018 | Jean-François Focant
We chat to Jean-François Focant, Professor, Chemistry Department, University of Liège, Belgium.

TECHNIQUES & TOOLS
Sniffing Out a Test for Parkinson's
01/11/2018 | Charlotte Barker
A woman who can identify people with Parkinson's by smell is helping scientists pinpoint molecules.

TECHNIQUES & TOOLS
Resolution Revolution
08/10/2018 | Philip Manton & Yael Nohochai
Can GCxGC be considered a super-resolution technique?

TECHNIQUES & TOOLS
Pretty Risky
05/02/2018 | Hanne Cummings
When it comes to potential health hazards in cosmetics, GC-MS comes to the rescue.

Case Studies
Learn how Dubai Police Use GC-TEA for Trace Explosives Analysis
Dubai Police Science and Criminology Laboratory has been praised as one of the best in the world. In 2016, the force unveiled its \$100 million Forensic Science and Criminology building. This Case Study looks at how and why they chose the Ellutia 800 Series TEA for trace explosives analysis.

Read More

Developing the next generation of scientists through innovative gas chromatography equipment
This case study looks at how the innovative 200 Series gas chromatograph from Ellutia is being used at universities to help develop the next generation of gas chromatographers.

Read More

Product Profiles
200 Series GC - The Affordable Compact Gas Chromatograph with Big Performance

Single Sponsored
eNewsletter:
Industry Targeted

the Medicine Maker

Why, why, why... ELISA? A look at the benchmark HCP assay
Biologics developers and manufacturers demand an accurate and reliable assay for host cell protein (HCP) quantitation. Let's take a close look at why analytical scientists turn to the ELISA, and how it fits into process development.

Read More

How well are your HCP ELISAs covered?
Validating host cell protein ELISAs is an essential part of biologics development. But what makes these coverage assays so vital, and what could we improve? Read on, and see how our 2D DBE approach combines the best of existing methods.

Read More

Challenges of Host Cell Protein Analysis with ELISA and How to Obtain Better Coverage of Your ELISA Antibody Reagents
In this webinar, we will discuss the approaches and steps to obtain reagents with good HCP coverage, from antigen selection for animal immunization, to the use of appropriate methods to determine the reagents' coverage. We will also touch upon the overall HCP analytical control strategy that includes the use of methods orthogonal to ELISA for HCP characterization and analysis.

Register For On Demand

MANUFACTURE
Deep Dive into Biopharmaceutical Analysis
02/10/2018 | Shaohua Sutton
We speak with four experts to gain a fresh perspective on biopharmaceutical characterization.

DISCOVERY & DEVELOPMENT
Better Bioanalytics = Better Bioprocesses
10/29/2016 | Paulie Sundberg
Are you up-to-date with new analytical platforms that can give you the edge?

Amersham HCPQuant CHO host cell protein ELISA kit
HCPQuant CHO kit contains ELISA antibodies designed to have exceptionally high coverage of host cell protein impurities from CHO cell lines.

Read More

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Multi Product Single
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ThermoFisher SCIENTIFIC

New GC-MS/MS workflow for the compliant, productive, robust and routine analysis of dioxins in food and feed

Product Profile

New GC-triple quadrupole MS solution for routine dioxin analysis
Ensuring robust and sensitive quantification of dioxins, furans and d-PCBs, the Thermo Scientific™ Dioxin Analyser provides a cost-effective sample-to-result workflow solution for food and feed testing. [Read More](#)

Application Notes

Routine, regulatory analysis of dioxins in food and feed samples
Discover how the latest GC-MS/MS technology delivers routine-grade performance for the quantification and confirmation of PCDDs, dioxin-like PCBs, and indicator PCBs in food and feedstuffs. [Read App Note](#)

Low level quantification of PCDD/Fs in animal feed with GC-MS/MS system
A sensitive and robust determination of PCDD/Fs, in compliance with EU performance criteria, provides the ultimate confidence in the accuracy of results at the lowest detection levels. [Read App Note](#)

Advanced internal standard techniques for quantification
This report illustrates the capabilities of the Thermo Scientific™ Chromleon™ software in performing and simplifying complex calculation using advanced quantitation tools. [Read App Note](#)

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