



## BIOCISION DISTRIBUTOR NEWSLETTER

May 2018

Dear Biocision distributor,

We are excited to kick off our May campaign related to freezing, transporting, and storing cells. The following information provides insight into this application, how Biocision products can be integrated, and how you can easily identify new customers.

Also, we highlight the eco-friendly features of our products. Now customers can standardize their cell cryopreservation workflow to reduce water, energy, and solvent usage.

As always, we appreciate your dedication to our product line and are here to support you in any way possible.

Happy selling!

## APPLICATION: CELL CRYOPRESERVATION

Cryopreservation is the use of low temperatures to preserve structurally intact living cells. Cells are cryopreserved to avoid loss by contamination, to minimize genetic change in continuous cell lines, and avoid transformation in finite lines. Successful cryopreservation of cells depends on optimal freezing conditions, storage, and optimized cell-thawing techniques.

### FREEZE



Place cryovials containing cells and media into CoolCell® controlled-rate cell Leg/Mg containers and then place in a -80°C freezer. The CoolCell® ensures a slow freeze rate (-1°C/min) to minimize damage to the cells. CoolCell® replaces containers such as “Mr. Frosty” that require solvents to control the freeze rate, and each CoolCell® container eliminates up to 12L of isopropanol per year.

### TRANSPORT



After cells are frozen in a -80°C freezer, they are either kept in the freezer or placed in liquid nitrogen (LN<sub>2</sub>) for long-term storage. Transporting to and from the freezer or LN<sub>2</sub> requires strict control over vial temperature. The LN<sub>2</sub>-based CryoPod™ Carrier provides stable <-150°C transport for a full cryobox of vials and is perfect for short transport to and from LN<sub>2</sub> storage.

### WHO TO TARGET

- ✔ Cell culture labs, cell banking groups, biorepositories, cell therapy companies, cell providers – especially GMP customers who need standardized protocols.
- ✔ Look for labs using outdated “Mr. Frosty” type containers (blue screw cap, clear base with writing, NOT eco-friendly!), water baths, cryovials, and cell culture media.
- ✔ Go back to your CoolCell® customers. If using CoolCell® to freeze, they probably need to transport and store, too!
- ✔ Lab managers, PIs and research directors – they care about standardizing their experimental results and eliminating variability.
- ✔ Sell the workflow – not just one product!

Automated  
Storage Systems

Cryopreservation &  
Cold Chain Solutions

Informatics &  
Technical Solutions

Sample Storage,  
Lab Services & Transport

Sample Consumables  
& Instruments

## CELL CRYOPRESERVATION PROMOTIONS!

Buy CoolCell® LX in a multi-color 4-Pack and save 15% with our introductory offer.

Buy CoolBox™ XT & 2xt with the freezing Core and save 15% with our introductory offer.

Buy 5 TruCool® Cryoboxes or Cryovial sets and get 1 free TruCool® Cryoboxes or Cryovials sets.

**Please contact your local Distribution Manager for further information.**

### TOOLS TO HELP YOU SELL

- ✓ Standardizing Your Cell Cryopreservation Workflow with Eco-Friendly Solutions (brochure) – COMING SOON
- ✓ Biocision Catalogue 2018
- ✓ Biocision Demo Bag

You'll soon be receiving an invitation to register for access to our new Distributor Portal, where you'll have access to catalogues, brochures, photos, and videos. If you have new members on your teams, please let us know. We will add them to the registration list.

### NEED HELP?

Brooks Life Sciences has established a Global Distribution Team to accelerate the market penetration of Brooks Life Sciences products and services in all territories. The team will do their best to give all distribution partners the best possible service and support. Your contact responsible for Biocision will be:

#### Sales

Americas: Dede Hickman, Business Development Leader E: dede.hickman@brooks.com

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Learn more – [www.brookslifesciences.com](http://www.brookslifesciences.com)

Contact us – [www.brookslifesciences.com/contact-us](http://www.brookslifesciences.com/contact-us)

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## ORDERING INFORMATION

### CryoPod™

243354-001	CryoPod Carrier
252888-001	CryoPod Carrier lid, orange, optional
252888-002	CryoPod Carrier lid, green, optional
252888-003	CryoPod Carrier lid, grey, optional
252888-004	CryoPod Carrier lid, pink, optional
252888-005	CryoPod Carrier lid, purple, optional
252885	CryoPod Manual Fill Kit
252886	CryoPod LN2 Absorbent Pads, 4/pk

### CoolCell®

BCS-405	CoolCell LX, purple
BCS-405G	CoolCell LX, green
BCS-405O	CoolCell LX, orange
BCS-405PK	CoolCell LX, pink
BCS-405MC	CoolCell LX, 4-pack
BSC-406	CoolCell 5ml LX, purple
BCS-170	CoolCell FTS30, purple
BCS-170G	CoolCell FTS30, orange
BCS-170O	CoolCell FTS30, green
BCS-170PK	CoolCell FTS30, pink
BCS-172	CoolCell SV2
BCS-262	CoolCell SV10

### CoolBox™

BCS-502	CoolBox XT, purple
BCS-502G	CoolBox XT, green
BCS-502O	CoolBox XT, orange
BCS-502PK	CoolBox XT, pink
BCS-502F	CoolBox XT with freezing core, purple
BCS-503	CoolBox 2XT, purple
BCS-503G	CoolBox 2XT, green
BCS-503O	CoolBox 2XT, orange
BCS-503PK	CoolBox 2XT, pink
BCS-503F	CoolBox 2XT with freezing core, purple