Filtration

Lab Essentials



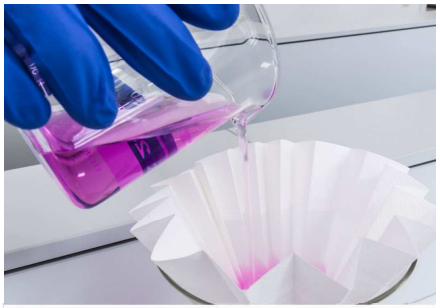
An introduction into filter papers

Dr. Malte Hansen | mhansen@mn-net.com | 23.01.2025

Agenda



The idea of Lab Essentials



Filter paper products



Questions



Summary



The idea of Lab Essentials

The idea of Lab Essentials



Selling filtration products – Cross-selling advantages

- Revenue increase with existing customers
- Stregthening customer relationship
- Low implementation complexity
- One-Stop shopping solution
- Valuable expansion of your MN product portfolio

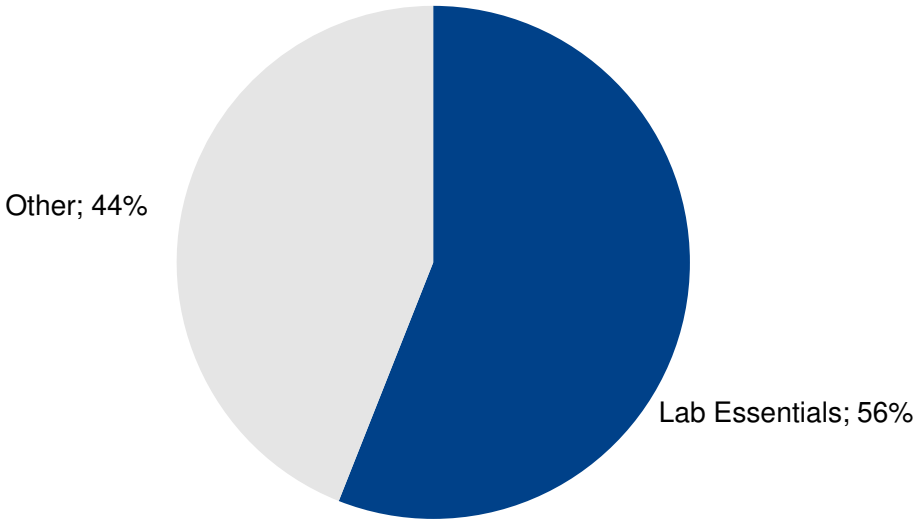
Win-Win situation for you and your customer!

The idea of Lab Essentials

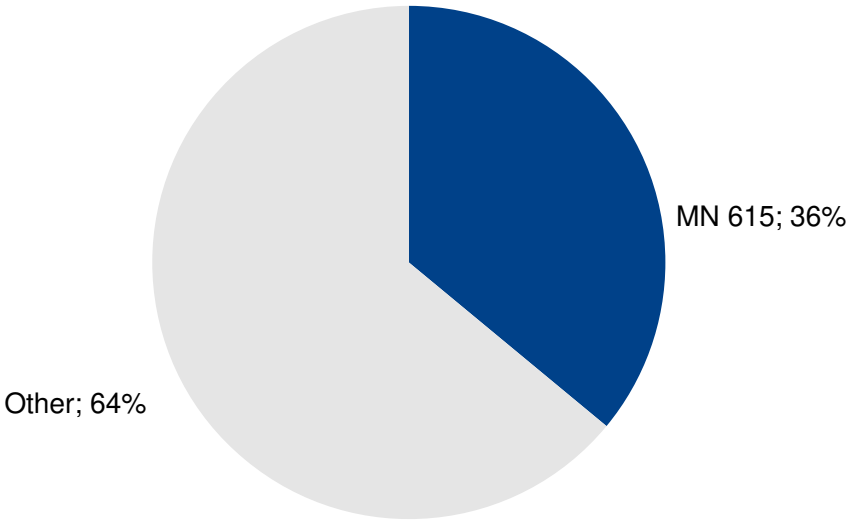


Lab Essentials – The VIPs

Share in the lab filtration market



MN 615 – The real VIP



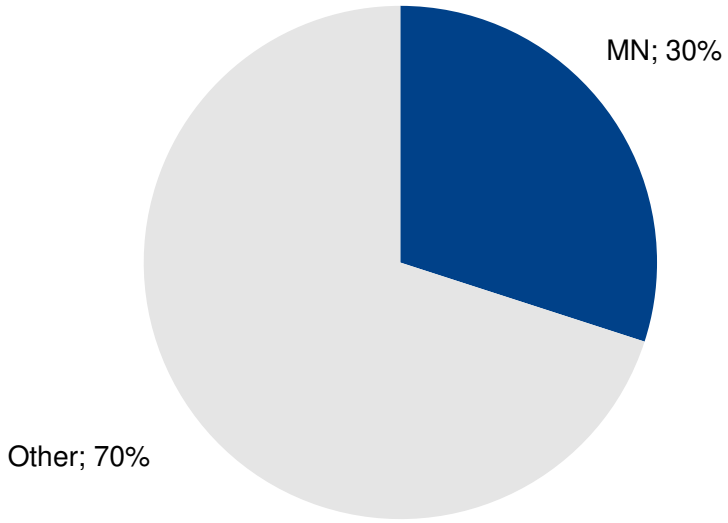
Focussed on the essential business.

The idea of Lab Essentials

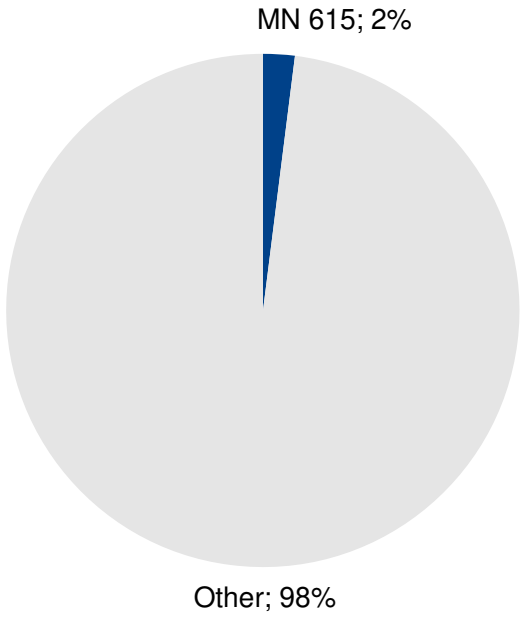


Market share in lab filtration

MN Share - German market



MN Share – Your markets



Estimated European market size is > 50.000.000 €/a

The idea of Lab Essentials

Typical sales strategy – Replacement of competitors

- Look and ask for typical brands:
  - Cytiva/Whatman
  - Sartorius
  - Pall
  - Merck Millipore
  - Ahlstrom/Munksjö



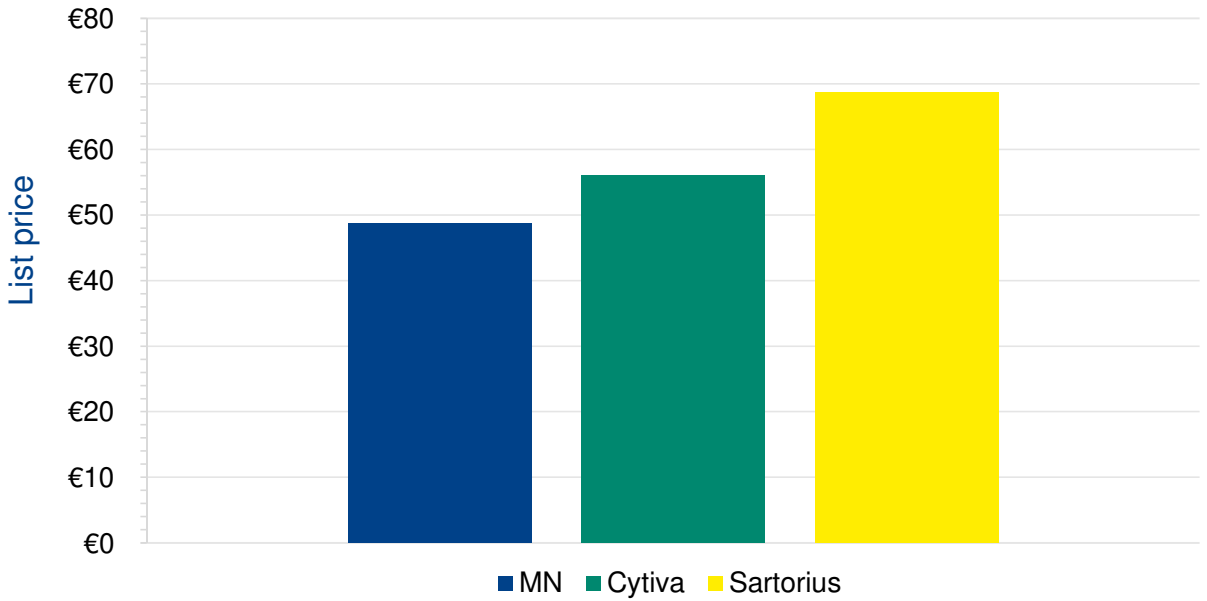
The well-known MN quality is derived from our filter papers!

The idea of Lab Essentials



Competitor comparison

Comparison of 2024 list prices for the best seller



Attractive pricing and German quality

The idea of Lab Essentials



Target customers - using synergies

- Shared target customer groups
  - Research laboratories
  - Diagnostic laboratories
  - Biotechnoloy companies
- Customers using filtration in their workflows
- Easy-to-replace consumables

! You already know your customers!

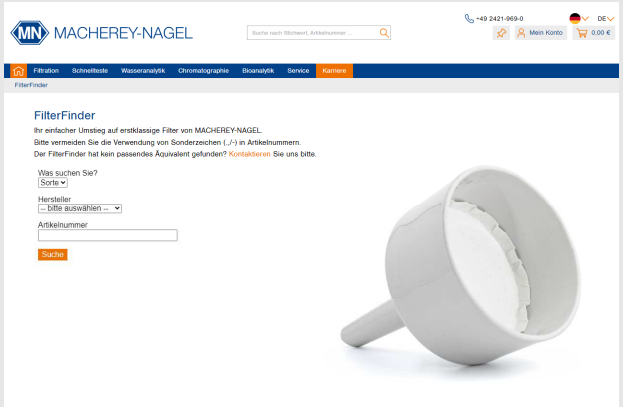
The idea of Lab Essentials



Tools to succeed

FilterFinder – Support

- www.mn-net.com/FilterFinder
- Online competitor search
- Not found? Use MN support



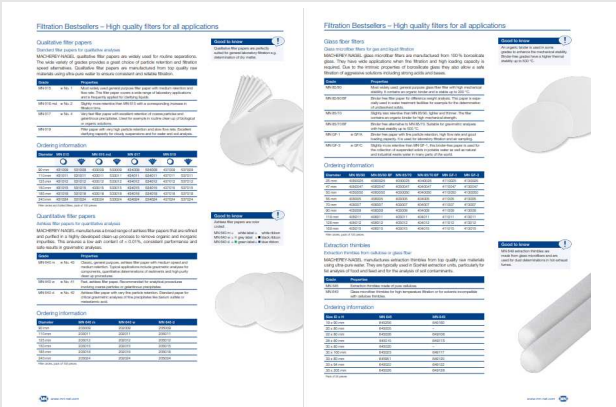
Sampling

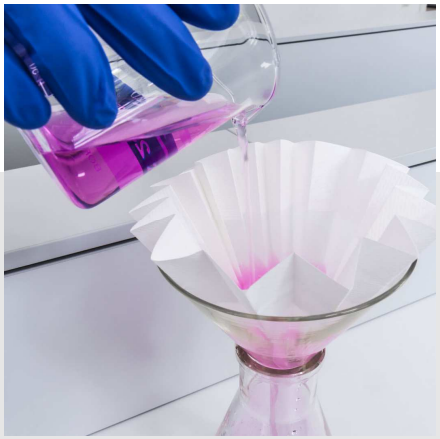
- Samples are always possible
- Cheap products, easy sampling



Flyer and Data

- Bestseller Flyer
- Data for your Webshop
- Sales guide





Filter paper products

Filter paper products



Overview

- Qualitative filters
- Quantitative filters
- Glass fiber filters
- Membranes



Filter paper products



Technical data

- Filtration speed
- Thickness
- Basis weight
- Retention capacity
- Burst pressure
- Breaking strength
- Wet strength
- Ash content



All these parameters are defined by the paper grade like MN 615



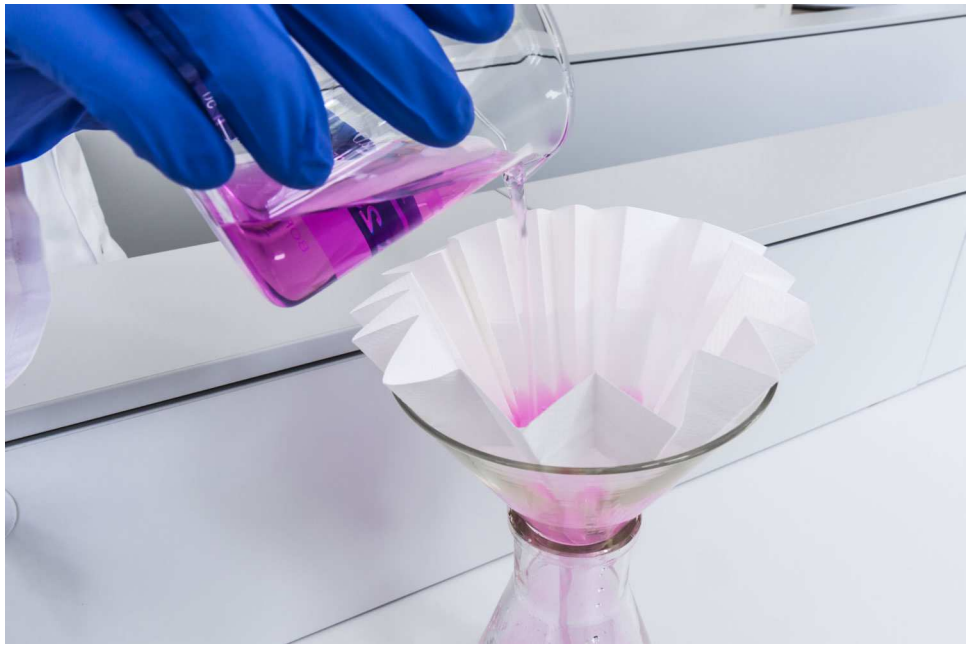
Qualitative Filter Papers

Filter paper products



Qualitative filter paper

- Standard laboratory filtration
- Versatile applications
- Effective filtration
- Cost-efficient



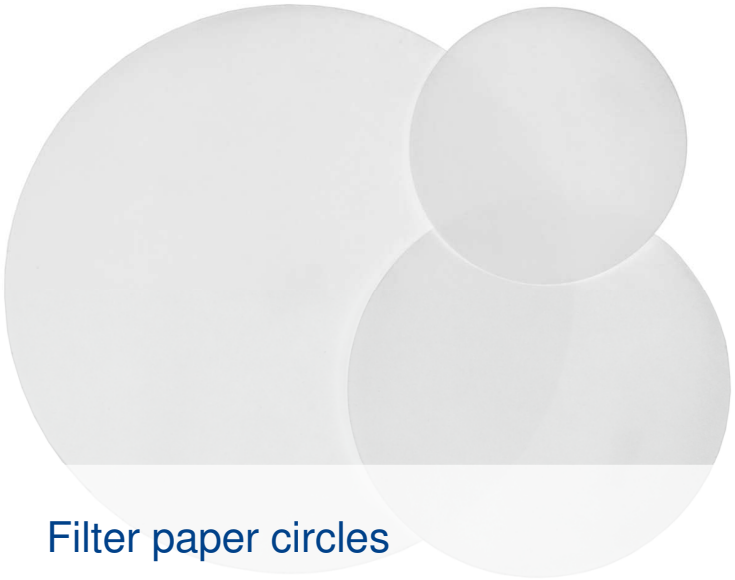
Important grades

- MN 615 - Standard paper
- MN 617 - fast
- MN 616 - medium fast
- MN 619 - slow

Filter paper products



Available formats



Filter paper circles



Folded filter papers



Quantitative Filter Papers



Quantitative filter paper – ashless filter paper

- What is ash?





Quantitative filter paper – ashless filter paper

- Ash consists mainly of inorganic salts:
  - CaO
  - Fe2O3
  - MgO
  - K2O
  - NaHCO3



Filter paper products



Quantitative filter paper – contamination-free filtration

- Analyte is part of ash
- Analyte is part of filtrate
- Analyte concentration is low



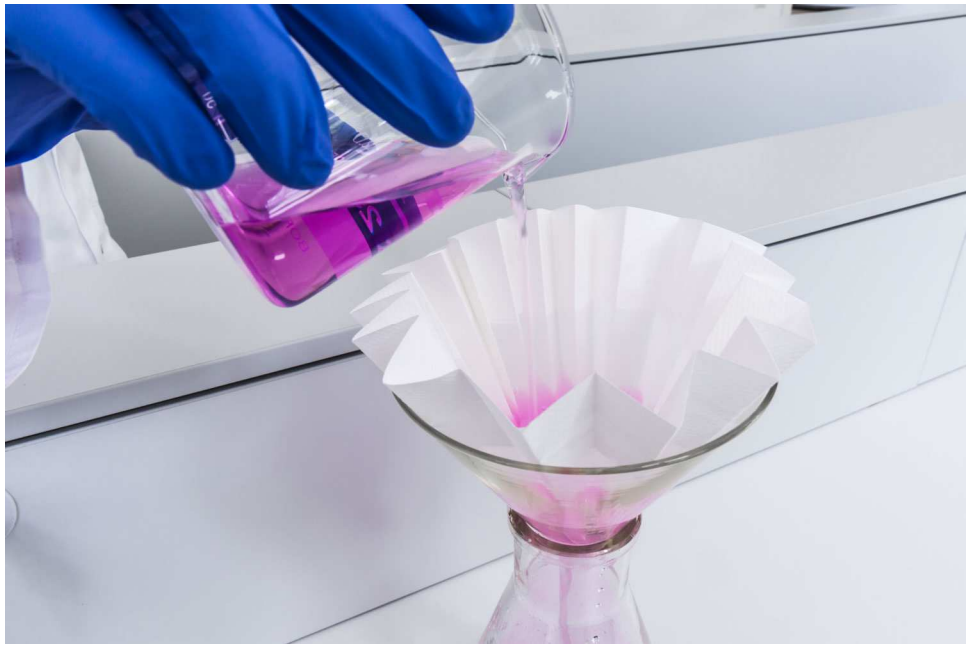
Nutrient analysis for plants

Filter paper products



Quantitative filter paper

- Highest purity
- Contamination-free filtration



Important grades

- MN 640 w - fast
- MN 640 m - medium fast
- MN 640 d - slow



Glass fiber filter papers



Glass fiber filter paper – Differences to cellulose filters



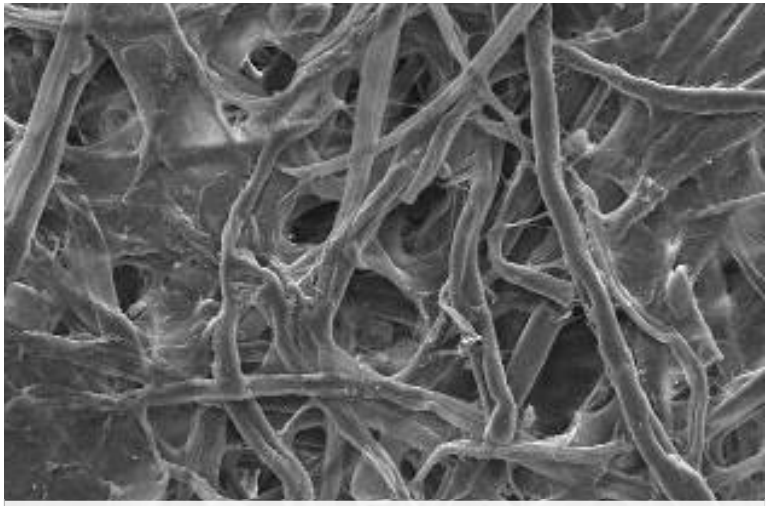
Cellulose



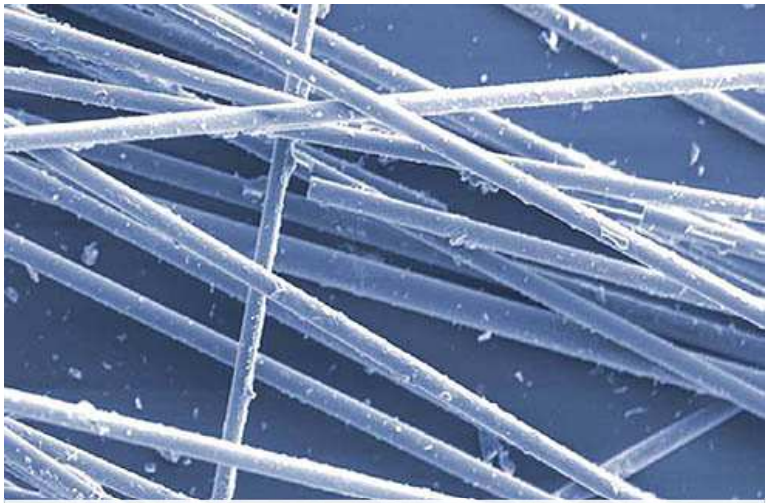
Glass fibers



Glass fiber filter paper – Differences to cellulose filters



Cellulose



Glass fibers

Filter paper products



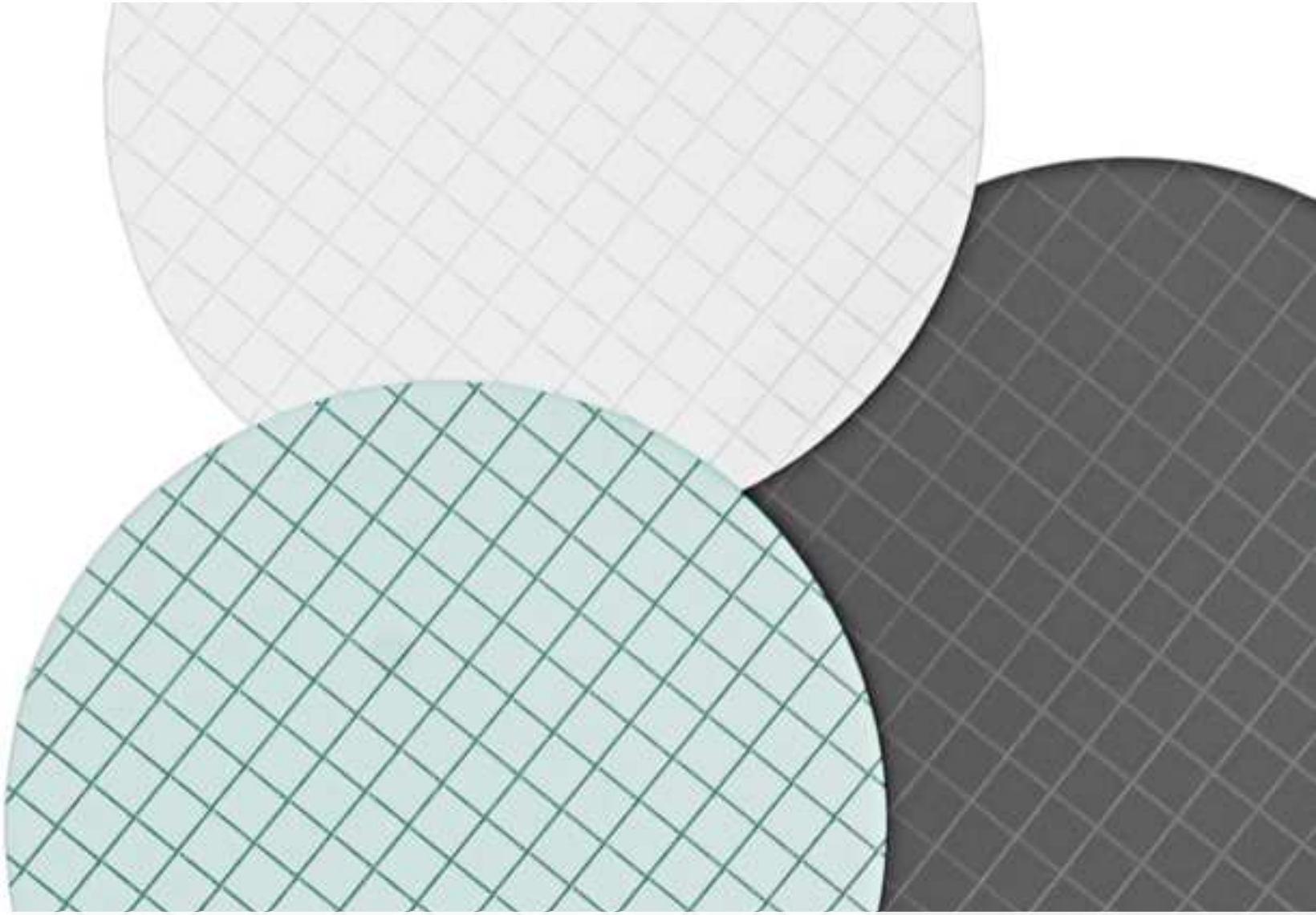
Glass fiber filter paper

- High particle retention, high filtration speed
- Chemically-inert
- Gas fitration
- Pre-filter to membranes

Important grades

- MN 85/90 - with binder, general purpose
- MN 85/90 BF - binder-free, norm-conform
- MN GF-1 - binder-free, cost-effective





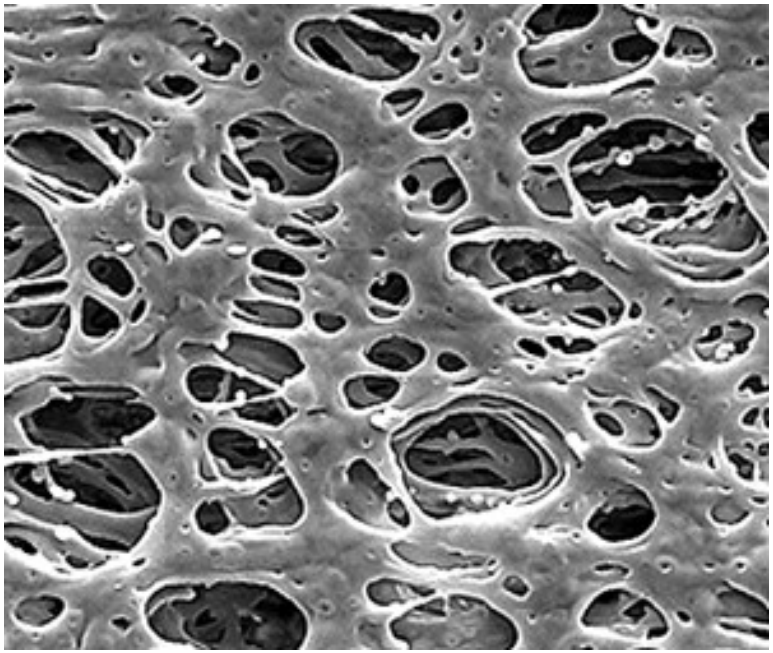
Membrane Filters

Filter paper products



Membranes

- Defined pore size
- High-purity, synthetic material
- Clean, contamination-free analysis
- Different base materials



Important grades

- PORAFIL CM - biological samples
- PORAFIL RC - organic solvents



Extraction thimbles

Filter paper products



Extraction thimbles

- Extraction of organic compounds from solids
  - Environmental labs
  - Food analysis
- Dust collection in fumes and hot gases



Important grades

- MN 645 - Standard cellulose quality
- MN 649 - Glass fiber thimbles

Summary



Filtration lab essentials are an optimal addition to your portfolio

Why?

- Revenue increase without new customers
- Stregthening customer relationship

How?

- Replacement of competitors
- Easy-to-replace consumables

Where?

- Shared target groups

You are ready to start!

Filtration

Turn your customer relationship into a powerful engine of growth – Filtration is the key!

Dr. Malte Hansen | mhansen@mn-net.com | 23.01.2025

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