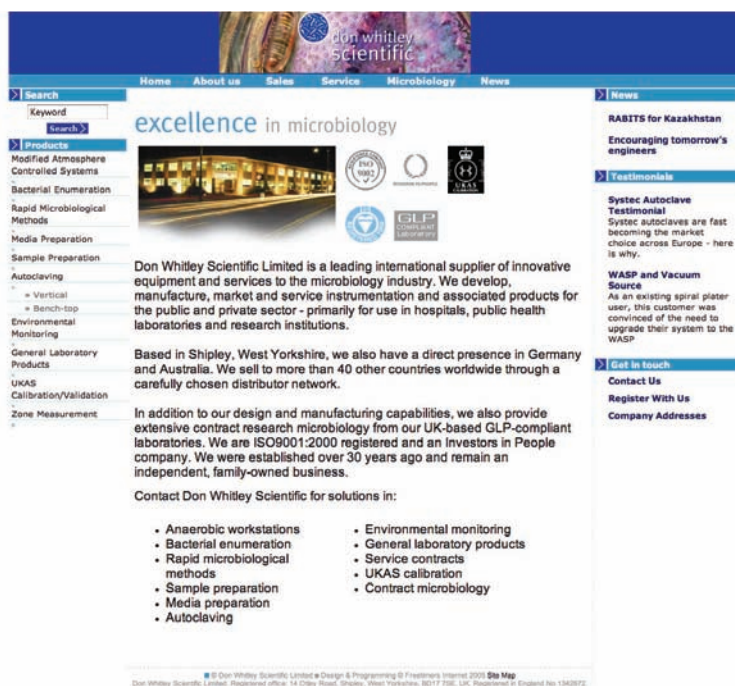


Spring 2007 Microfocus



don whitley
scientific
excellence in microbiology



New Website for DWS

We've launched a new and improved website. The site is now up and running and provides customers with more product information, technical detail, and other user functions.

Why not log on to www.dwscientific.co.uk and take a look!

In an effort to make the site more pleasing to the eye and easier to navigate, you'll see that the font size is larger on all pages and some of the extended menus have been reduced. We plan to continue to improve the site throughout the year, adding other interesting features, news items and more interactivity. Why not add the site to your 'Favourites' and be the first to check out new products and special offers.

We hope that the site proves useful to you and if you have any feedback, we would be pleased to hear it. Please email our Marketing Manager, Deborah Robinson on deborah_robinson@dwscientific.co.uk

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New Appointments

New Sales Director

Steve Robertson has accepted the new role of Sales Director at Don Whitley Scientific, effective from 1 February 2007. Steve has worked within a number of departments at DWS over the years. He moved into sales 11 years ago and progressed to Business Development Manager, responsible for researching both new market and new product opportunities.

As Sales Director, Steve has overall responsibility for the sales and service departments. Paul Walton, Managing Director, welcomed Steve to the Board: "Steve has given 20 years of service to DWS and his extensive experience of our entire business ensures we will continue to supply quality products and provide excellent customer support."

Marketing Manager Joins DWS

On 2 January 2007 Deborah Robinson, MA Dip M MICM, joined DWS as Marketing Manager. This is a new role at DWS, created because of the need to really look at what customers want, what the competition are doing, and to promote the products and services we manufacture and distribute. Deborah has 18 years of marketing experience in a variety of industries.

Additional responsibilities for Sam Nunns

In addition to being one of our product specialists, Samantha Nunns is now also responsible for business development within our contract microbiology services. Samantha has worked in our laboratory as a Study Director so has an excellent understanding of the work we carry out.

Dr Andrew Pridmore continues to be responsible for all the scientific content of our work and remains the primary contact for all technical discussions, while Samantha's new role will include providing a regular flow of information on the status of ongoing projects.

Laboratory takes on new microbiologist

As the services offered by our contract laboratory continue to expand, Vicki Springthorpe has re-joined us. Vicky was firstly a member of our laboratory team on a temporary basis during the summer of 2006. She left at the end of September to carry out voluntary conservation work in South Africa. She returned to join us permanently in February 2007.

With a first class honours degree in biology from the University of York, Vicki is a welcome addition to our team.



Steve Robertson



Deborah Robinson



Samantha Nunns



Vicki Springthorpe

Rapid results move further afield

Smashing news for labs



The Kazakhstan Ministry of Health has bought 14 RABIT systems from Don Whitley Scientific for food testing in its public health laboratories.

Widely accepted as the most versatile yet least expensive of all rapid bacterial detection methods, the Rapid Automated Bacterial Impedance Technique (RABIT) system can be used in two different ways. The direct technique measures changes in the culture medium's electrical conductance due to the production of highly charged metabolites by target organisms. For species in which this does not occur, an indirect technique can be used to monitor the amount of carbon dioxide generated.

Users can specify the growth media required according to their needs, which in the Kazakhstan public health laboratories includes the rapid detection of anaerobes, gram negatives, *Salmonella* and *Campylobacter* spp using 64-channel systems. The RABIT's modular design provides a flexible screening system that allows expansion of up to 512 channels without the need for additional hardware and software.

The intuitive software supplied with RABIT makes sample entry and results analysis a simple task and will allow generated data to be exported to all standard spreadsheet and database programs. The automated system ensures that quality-assured results are available more quickly than with traditional microbiological methods, improving both sample throughput and laboratory efficiency.

Tatyana Makarova, the area sales manager for our local distributor, who obtained the order, commented: 'the RABIT system has improved the efficiency of their procedures for my customer'.

Are you fed up with noisy blenders? Look no further ... we have a new addition to our range – the Smasher.

Ideal for food laboratories, the Smasher is the quietest blender available.

Smasher is user-friendly with a leak-proof and corrosion resistant blending chamber, adjustable speed and an integrated waste drawer.



www.dwscientific.co.uk

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Fell running microbiologist runs on and on and on...



A view of the course in Greenland

Andy Shaw is a microbiologist from Huddersfield and has worked with us for 7 years. However, he also has a very interesting life outside the laboratory...

Andy began fell-running in 1990 and is in training for The Bob Graham Round, much more than just a 'race' – a 72-mile circular route in the Lake District, involving 28,000 ft of climbing. It has to be completed in 24 hours and involves 42 of the region's peaks. Competitors have to walk, run or scramble round as quickly as possible! Andy commented: "It's a course I haven't attempted before so I'm really looking forward to it." But other competitors should be warned, Andy has a history of winning these physically demanding events, including wins in two consecutive years in Iceland.

Andy also went to Greenland in October 2005 to take part in the Polar Circle Marathon, described as one of the world's toughest races. The course was 26-miles long and involved running across frozen wastelands in temperatures as low as minus 21°C (-6°F). Andy explained how the extreme temperatures affected them: "The terrain wasn't too bad but the big concern was the cold. It is hard to describe the feeling as it hits your lungs when you inhale."

The first 4km was on ice and snow; the rest was on a rough track that could not, under any circumstances, be described as a road. Runners from around the world competed and Andy came first out of 43 finishers with a time of 2 hours 57 mins 19 sec.

His prize was a genuine Inuit carving.

Following this victory, Andy was dubbed 'The Ice King' by his local newspaper.

From the laboratory to the ups and downs of the fells, Andy is an extremely committed individual who excels at whatever he turns his hand (or feet) to.



A view of the course in Iceland

Andy wins in Iceland



In 1997 Andy went to Iceland to participate in a 3-day fell walking event.

When he returned in 2001 to do more walking, he was told about a race that took the same 35-mile route as the walk he had done before.

So, in 2004 Andy entered this race... and won it! The prize was a return flight to Iceland – so he went back and ran the race again the next year and repeated his success!

miniMACS goes to China



miniMACS has been developed to fulfill a need for anaerobic and microaerophilic workstations for laboratories where either space is limited or sample throughput makes it harder to justify the purchase of a larger capacity unit.

Our R&D team managed to develop the unit with an impressive 33% more capacity than any other unit of comparable size.

When used solely as an incubator, as many as 400 x 90mm Petri dishes can be accommodated.

This order marks a particular milestone in our history as it is the largest single order for MACS workstations that we have ever received.

Recently we dispatched 21 miniMACS workstations to a customer in China. Not quite 'coals to Newcastle' but the supply of manufactured goods between the UK and China usually happens the other way around these days.

The order was obtained by a new distributor working with us for the first time, Hua Yue Enterprise Holdings Limited, and took two years to bring to fruition.



Sales Director, Steve Robertson, commented: "The miniMACS is a very popular product and I am extremely happy to confirm that this is the fastest selling product in the entire MACS workstation range."



All ready to go!

The Chinese miniMACS order with some of the engineering, sales, production and dispatch team members who handled the project



Malcolm loads the lorry – ten in, just eleven to go!



Other news...

Improvements to sales areas

In order to streamline the provision of our sales advice and support services, we have recently restructured our sales territories. This will allow our sales team to service their customers' needs more efficiently. Not everyone will notice a change but you may see a new face the next time you receive a sales visit. Letters to introduce new sales representatives have been sent out to those of you affected by our restructuring.

If you would like to contact your local product specialist, please do not hesitate to call our office on [01274 595728](tel:01274595728).

2007 Exhibition/conference dates

We have confirmed our attendance at the following exhibitions/ conferences. If you are attending any of these events then visit our stand and get the latest news on our product range.

Other events will be added to the 'Exhibitions' section of our website throughout the year as we confirm our attendance.

[SfAM Summer Conference:
Microbiology of Fresh Produce](#)
2-5 July 2007, Cardiff

[Society for General Microbiology, 161st Meeting](#)
5-6 September 2007, University of Edinburgh:
Stand No. 04

[IBMS Biomedical Science Congress](#)
24-26 September 2007, ICC
Birmingham

[Biotechnica](#)
9-11 October 2007, Hannover



Visit www.dwscientific.co.uk for more information.

Class 100 workstation



Our product development team recently excelled themselves by creating a variant of the MACS workstation with a Class 100 rating for non-viable particulate count within the workstation atmosphere, as stipulated by the appropriate ISO standard.

These impressive results were achieved by adding HEPA (High Efficiency Particulate Air) filtering to provide product protection within the working chamber.

If you have a requirement for this level of cleanliness, whilst maintaining anaerobic conditions, please contact our Technical Sales staff on [01274 595728](tel:01274595728)