

Materials Characterization

Sciences and Business
Relationship with
Markem-ImajeOUR
CUSTOMER

Markem-Imaje is a worldwide leader of product identification equipment, software, supplies and services for marking and coding, in industries including food and beverage, cosmetics, pharmaceutical, and electronics. Markem-Imaje provides a strategic solution for product identification and traceability, from pallet labeling to RFID (bar code printing) that can be used across all manufacturing facilities to reduce recalls, manage compliance risks and build a lasting solution. Markem-Imaje operates as a global company with subsidiaries in 30 countries, distributors and representatives in over 80 countries and has additional development and manufacturing facilities in Keene, New Hampshire, San Diego, California, in Europe (Valence, France and Nottingham, England) and in Asia (Shanghai, China).

THE
CHALLENGE

Markem-Imaje has a very active and busy materials characterization laboratory in Keene, New Hampshire. Markem-Imaje's laboratory is equipped to meet most analytical challenges. The laboratory is managed and run by two tenured material scientists that conduct new product research and solve day-to-day product problems. Making the situation more demanding, other scientists, quality control engineers, and incoming inspection technicians frequently use the laboratory equipment. Therefore, Markem-Imaje's laboratory must be equipped with instrumentation that can deliver consistent, precise, accurate results, with minimum down-time. In addition, instrumentation must be easy to use for all skill-levels.

THE
SOLUTION

PerkinElmer has provided Markem-Imaje with a broad-range of materials characterization tools, from simple QA/QC testing to the most advanced research tools, that are controlled by intuitive, easy-to-use software.

THE
RESULTS

PerkinElmer's instruments have provided Markem-Imaje with the performance needed to address their most challenging research applications and afford the flexibility required in a multipurpose analytical services laboratory. The instrumentation is reliable and robust, and when maintained by PerkinElmer Service Engineers, provides long uninterrupted use. PerkinElmer's customer commitment has developed into a lasting partnership that extends beyond the instrument purchase, providing insights into a better tomorrow.



the team to trust ■ ■ ■

Andrew W. Salamon
PerkinElmer Life and Analytical Sciences
710 Bridgeport Avenue
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April 24, 2009

To all at PerkinElmer:

I have been a customer of PerkinElmer for over 15 years. As an analytical chemist serving a global market my duties include exploring, purchasing and developing technologies that support and improves our company's very diverse product line. Over the years I have evaluated many instruments from several different instrument manufacturers.

To make the best selections, I look at three key indicators before purchasing a new instrument. Obviously, I want an instrument that serves my companies needs. The instrument must be accurate, precise and the data reproducible. It must serve my industry with a strong return on investment and have the highest up time possible. Service must be responsive and competent. In this category PerkinElmer's products and their service staff is second to none.

Secondly, I look for an instrument that is flexible and easy to use. While my main focus is in research I often develop methods for quality control personnel that have minimum knowledge of the science behind the technique. They need to perform a specific test without complicated instruction and training. PerkinElmer's software affords me that convenience.

My third criterion has always been the most influential in my final decision. I insist on a business partner rather than a one time supplier. Your company has consistently made our team feel like our success is your success – our failure is your failure. Whether I am searching for a new technique or in need of enhancing a current instrument to serve my industry better, PerkinElmer's willingness to engage our needs enforces our belief that they are the business partner of choice. I would like to thank your entire team for being that business partner that is helping me succeed in helping my company succeed.

Sincerely and gratefully;

Samuel Apkarian
Analytical Research Chemist

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