

DISTRIBUTOR EVENT BATTLE CARDS

Purpose:

These cards are designed for distributor sales teams representing Atelerix at exhibitions, conferences & customer meetings.

They are not datasheets.

Their job is to help you:

**SPOT THE PROBLEM → PICK THE LIKELY PRODUCT → ASK THE RIGHT QUESTIONS →
USE THE RIGHT PROOF → CAPTURE THE LEAD**

Atelerix uses hydrogel preservation technology to give fresh biological materials more practical time during storage and transport.

Best opening question:

"What happens to your samples between collection and analysis?"



ATELERIX
SAVE YOUR CELLS

DISTRIBUTOR EVENT BATTLE CARDS

WHICH PRODUCT?



WHOLE BLOOD

BloodReady™

Delayed processing, PBMC isolation, flow cytometry, multi-site collection.



CELLS / PBMCs / VIRUSES

CytoStor™

Fresh cell transport, inter-site transfer, viral material.



LEUKAPHERESIS

LeukoStor™

Fresh leukapheresis transport and processing flexibility.



ORGANOIDS / SPHEROIDS

StorGanoid™

Vial-based transport of complex 3D models.



MODELS IN PLATES

WellReady™

Assay-ready cells, organoids and microtissues.



TISSUES / BIOPSIES

TissueReady™ / TissueReady™ PLUS

Fresh tissue preservation and transport.

Not sure? Capture the sample type and workflow. **Aterlix** can qualify it.



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BLOODREADY™



WHEN WHOLE BLOOD CAN'T WAIT

LISTEN FOR

- "We process blood the same day."
- Multi-site collection
- Local PBMC isolation
- Weekend collection problems
- Centralised flow cytometry
- Marker stability concerns

SAY

"BloodReady is designed to extend the practical whole-blood processing window, helping make delayed and centralised processing possible."

BEST QUESTION

"How quickly do you have to process the blood today?"



BLOODREADY™

PROOF & QUALIFICATION

University of KwaZulu-Natal validation:

95.4% PBMC recovery after 3 days
in the tested BloodReady workflow.

ASK

- Where is processing performed?
- What happens when samples are delayed?
- Are PBMCs isolated?
- Which flow markers matter?
- Would 1–2 extra days change the study design?

HOT LEAD

Multi-site blood collection + short processing window + central lab

DO NOT SAY

"BloodReady was initially validated for 3 days however has since been externally validated for up to 7 days. 3 days will provide >95% leukocyte recovery, no significant difference from fresh blood."



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CYTOSTOR™



GIVE LIVE CELLS A BETTER JOURNEY

LISTEN FOR

- "We ship our cells frozen."
- Loss of viability during transport
- Long recovery after arrival
- Inter-site cell transfer
- PBMC transport
- Viruses or viral vectors
- Sensitive cell types

SAY

"CytoStor stabilises cells and selected viral material for storage and transport, helping move fresh biology without automatically defaulting to freezing."

BEST QUESTION

"What happens to the cells immediately after they arrive?"



CYTOSTOR™

PROOF & QUALIFICATION

University of KwaZulu-Natal validation:

91.1% PBMC recovery after 3 days
in the tested CytoStor workflow.

Tested Atelerix applications also include multiple cell types, PBMCs and viral materials.

ASK

- What cell type?
- Suspension or adherent?
- How many cells?
- Current transport method?
- Required journey time?
- What defines success: viability, phenotype or function?

DO NOT SAY

"CytoStor replaces cryopreservation."

Sometimes freezing is still the right workflow.



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LEUKOSTOR™



GIVE LEUKAPHERESIS SOME BREATHING ROOM

LISTEN FOR

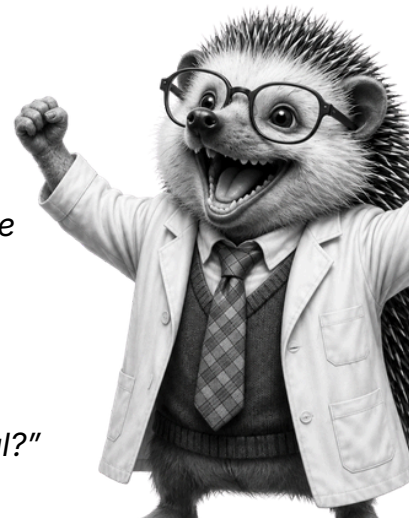
- Fresh leukopaks
- Cell therapy workflows
- T-cell / NK-cell isolation
- Distributed collection sites
- Tight manufacturing schedules
- Weekend-processing problems

SAY

"LeukoStor is designed to preserve fresh leukapheresis material and create more flexibility between collection and downstream processing."

BEST QUESTION

"How quickly after apheresis do you currently need to process the material?"



LEUKOSTOR™

QUALIFY THE OPPORTUNITY

TESTED EXAMPLES

Monocytes / B-cell leukapheresis

2–8°C, tested to **5 days**

T / NK / NKT-cell leukapheresis

20–25°C, tested to **5 days**

ASK

- Which cells are you isolating?
- Collection site versus processing site?
- What is the current time limit?
- Do weekends cause problems?
- What quality measurements matter?

STRONG OPPORTUNITY

Distributed collection + fresh starting material + fixed processing/manufacturing window

ESCALATE

Clinical, manufacturing or closed-system requirements should go to Atelerix.



STORGANOID™

COMPLEX MODELS. LESS COMPLEX LOGISTICS.



LISTEN FOR

- "We make organoids for customers."
- International distribution
- Difficult recovery after transport
- Specialist models unavailable locally
- Assay-ready model supply
- Organoid CRO / biotech services

SAY

"STORganoid is designed for vial-based preservation of organoids and spheroids, helping complex 3D models move between sites while protecting the biology that makes them useful."

BEST QUESTION

"What currently stops you shipping the model further?"



STORGANOID™

REAL-WORLD PROOF

JOHNS HOPKINS UNIVERSITY

Mature human brain organoids were shipped to:

Europe • USA • Australia

One shipment was delayed in Australian customs for **about a week**.

The organoids were successfully recovered and **remained electrically active**.

ASK

- What type of organoid?
- Vial or plate format?
- What defines successful recovery?
- Are you selling the model commercially?
- What does the recipient have to do before use?

DO NOT SAY

"All organoids survive a week in customs."

SAY:

"In the Johns Hopkins brain-organoid workflow..."



WELLREADY™

SHIP THE ASSAY, NOT THE HOMEWORK

LISTEN FOR

- Models already grown in plates
- Assay-ready distribution
- CRO / NAM workflows
- Customers needing recovery before use
- Multi-well models
- 3D tissues or organoids

SAY

"WellReady allows biological models to be preserved directly in multi-well plates, helping organisations distribute them closer to an assay-ready state."

BEST QUESTION

"How much work does your customer have to do before they can actually use the model?"



WELLREADY™

PROOF & QUALIFICATION

LABSKIN CASE STUDY

Full-thickness human skin models were evaluated at:
18–25°C for up to 120 hours

Reported findings included:

Tissue architecture intact beyond 96 hours
plus maintained epidermal and dermal structure.

ASK

- Which plate format?
- What model?
- How long is the journey?
- What happens after arrival?
- How long before the assay can begin?

COMMERCIAL QUESTION

"Would assay-ready delivery make your model easier to sell or use?"



TISSUREADY™



BIOPSIES DO NOT OWN CALENDARS

LISTEN FOR

- Same-day tissue processing
- Friday collection problems
- Remote hospitals
- Centralised tissue processing
- Fresh tumour material
- Biopsies / resections
- Tissue dissociation

SAY

"TissueReady products are designed to extend the practical window for fresh tissue transport and processing."

BEST QUESTION

"What happens if the biopsy is collected at 4pm on Friday?"



TISSUEREADY™

WHICH FORMAT?

TISSUEREADY™

Customisable format.

Useful where the customer wants to incorporate their own specialist medium.

TISSUEREADY™ PLUS

Ready-to-use format.

Particularly relevant to biopsy and resection workflows.

TESTED EXAMPLES INCLUDE

Cancer oesophagus tissue: viability to **5 days** at 15–25°C

Skin tissue: viability to **5 days** at 15–25°C

ASK

- What tissue?
- What size?
- Viability, histology or molecular endpoint?
- Current time limit?
- Collection site versus analysis site?

DO NOT GENERALISE

Different tissues need different conditions.



COMMON OBJECTIONS

"WE ALREADY USE DRY ICE."

"That may be appropriate. Does the biology actually need to be frozen for this journey?"

"WE ALREADY HAVE A COURIER."

"The courier controls the journey. Atelerix helps control what that journey does to the biology."

"IT SOUNDS EXPENSIVE."

"Compare the whole workflow: shipping, local processing, weekend staff, failed samples and recovery time."

"DOES IT WORK WITH MY CELLS?"

"Possibly. Let's check the exact cell type, format, duration and downstream assay rather than guess."

"WHY NOT JUST FREEZE IT?"

"Sometimes freezing is right. The opportunity is where keeping the material fresh creates a better workflow."

QUALIFY & HAND OVER

BEFORE THEY LEAVE, CAPTURE:

1. SAMPLE

What biological material?

2. FORMAT

Tube, vial, plate, tissue or bag?

3. CURRENT METHOD

Ambient, refrigerated, frozen or immediate processing?

4. TIME LIMIT

How long do they have today?

5. PROBLEM

What actually goes wrong?

6. VALUE

What would more time allow them to do?



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HOT LEAD

Defined sample

- real logistics problem
- active project
- decision maker

Get Atelerix involved.

REMEMBER

You do not need to solve the science at the booth.

**SPOT IT.
MATCH IT.
QUALIFY IT.
HAND IT OVER.**

