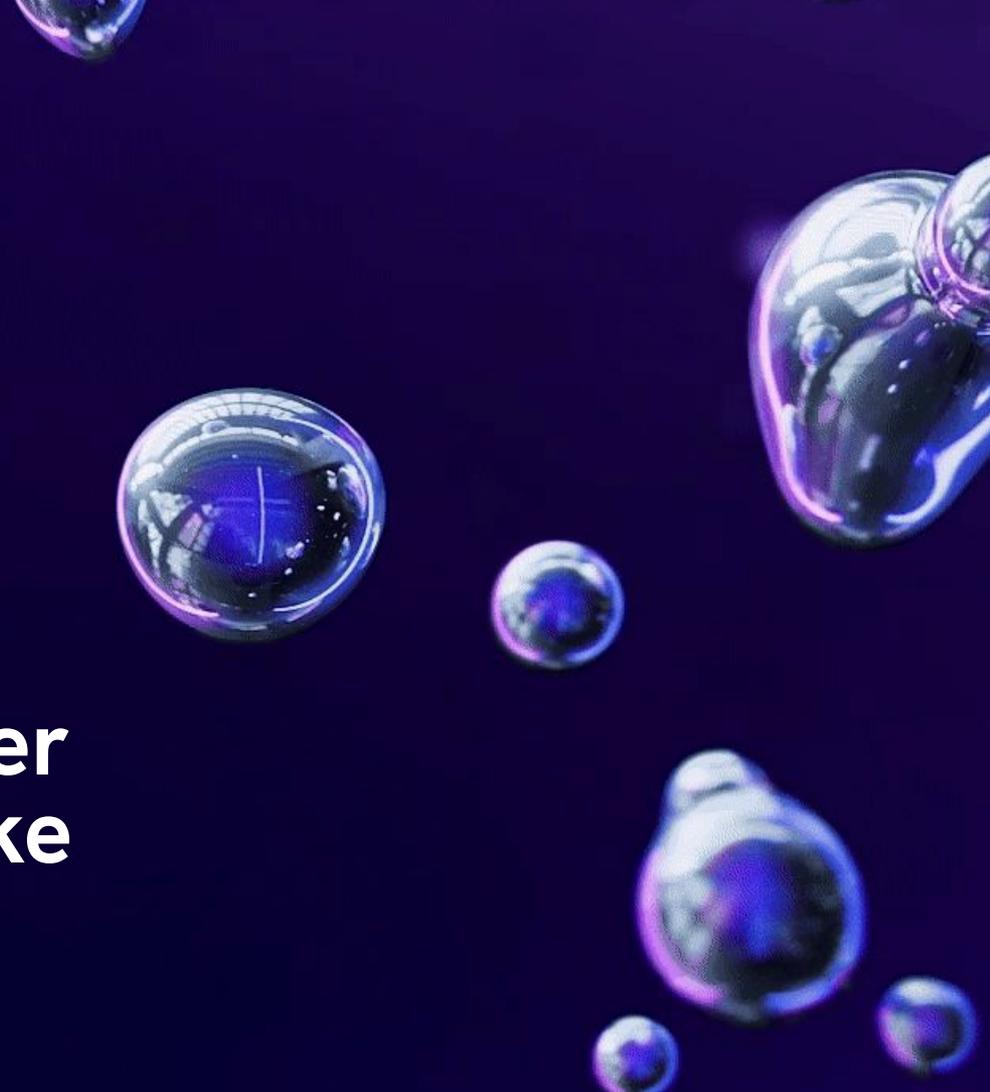


refinery

Astech

**Die Entwicklung einer
revolutionären Marke**



Anmeldeinformationen



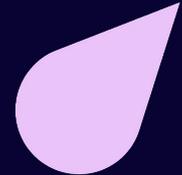
Rang
#1

**Rangliste Manchesters
führende private
Agentur für integriertes**

Prolific North Top 15: 2023

refinery

GEGRÜNDET 1970



UNSER ZIEL

**Wir schaffen
Wachstum
durch *Kreativität***

Wir haben *das Wachstum vieler* Organisationen verfeinert und gefördert

SIEMENS
energy

Dulux
let's colour

EGO

Stagecoach

Energizer
Holdings, Inc.

CO
OP

Responsible
Steel

REAL

D
DEICHMANN

SKIL

MANCHESTER
ARNDALE

AkzoNobel

UNSERE DIENSTLEISTUNGEN

→ *Strategie*
Kreativ
Kommunikation
Leistung



Markenstrategie
Markenplanung
Kommunikationsplanung
Publikumsforschung
Kreative Forschung
Trendanalyse
Einblicke Berichte

UNSERE DIENSTLEISTUNGEN

Strategie

→ *Kreativ*

Kommunikation

Leistung



Markenstrategie

Markenplanung

Kommunikationsplanung

Publikumsforschung

Kreative Forschung

Trendanalyse

Einblicke Berichte

Audio

Kunstwerk

UNSERE DIENSTLEISTUNGEN

Strategie
Kreativ

→ *Kommunikation*

Leistung



PR

Soziale Medien

Influencer Marketing

Veranstaltungen & Erlebnisse

Käufer-Marketing

Programmatische Anzeige

Interne Präsentationen

Interne Kommunikation

Partnerschaften

UNSERE DIENSTLEISTUNGEN

Strategie
Kreativ
Kommunikation
→ *Leistung*



PPC
Suchmaschinen-Marketing
Marktplätze
Web Design
Web-Entwicklung
Daten & Analytik
SEO

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Die Entwicklung einer revolutionären Marke



Refinery hat sich mit Astech zusammengetan, um seine Marke weiterzuentwickeln, wobei die Evolution der Revolution vorgezogen wurde. Unter Beibehaltung der Kernwerte haben wir die Marke aufgewertet, um sie an die wachsende Präsenz des Unternehmens auf dem Markt für Laborautomatisierung anzupassen. Die aufgefrischte Identität spiegelt den Wandel von Astech zu einem vertrauenswürdigen Lieferanten wider und unterstreicht die Kompetenz des Unternehmens bei der Entwicklung von Softwarelösungen wie LabExpert und seinem Roboter-Laborassistenten. Die neue Positionierung unterstreicht das Engagement von Astech für Innovation und Wachstum durch neue Märkte und die Aufrechterhaltung der Haupteinnahmenströme. und gleichzeitig den Fokus der Marke über die reinen Dienstleistungen und Produkte hinaus auf eine breitere, zweckorientierte Vision zu verlagern.

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INNOVATION • AUTOMATION • TRANSFORMATION



ZWECK

Beschleunigung von automatisierten Lösungen, die den Menschen in den Mittelpunkt stellen und das Arbeitsleben unserer Kunden und die Umwelt verändern.

VISION

Wir wollen der weltweit führende Anbieter von Automatisierungslösungen für die innovativsten Unternehmen der Welt sein.



WERTE

Empowerment

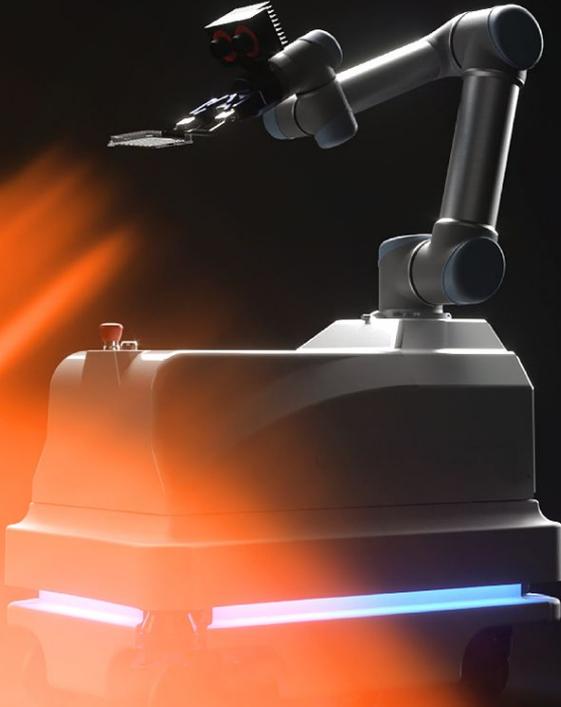
Wir wissen, dass wir gemeinsam stärker sind, deshalb unterstützen wir unsere Experten und vertrauen ihnen, dass sie die richtigen Entscheidungen treffen. Entscheidungen zu treffen und die Verantwortung für unser Handeln zu übernehmen.

Fokus Mensch

Wir tun alles, was wir können, um unsere Experten zu befähigen, als Team zu denken und zu wachsen.

Innovation

Wir entwickeln ständig neue, bessere und effizientere automatisierte Lösungen, die das Arbeitsleben und die Arbeitsumgebung unserer Kunden verändern. automated solutions that transform the working life and environment for our clients.



Die Marke zum Leben erwecken



Branding

Website

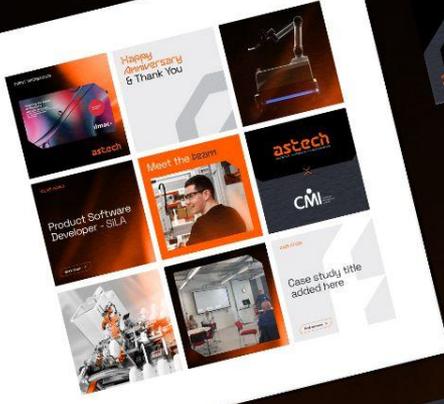
Strategie

Soziales

Redaktion

3D Renders





Happy Birthday & Thank You

Meet the team

Product Software Developer - SULA

Case study title added here

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VERSION 4.0
NOVEMBER 2023

Brand Guidelines

graphy
ays

are competitive with both photography. It is important to use the right tools to screen and print your images.

the photography further, adjust the contrast, blur the image, and use a dynamic crop tool to crop the image to black and white, adjusting the contrast.



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Brand symbol applications

How to use the brand symbol. The examples on this page show where to place the brand symbol when the logo is present and when the brand symbol is visible on its own. Please note: always have the primary logo and brand symbol at separate sides or completely separate.



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Display type

Our display typeface is Helvetica which is only used in headings to pull out key words. Helvetica features slant, vertical, horizontal, and 45° diagonals as it tries to capture each letter form in an abstract, sans diacritic way. The typeface we use mirrors our brand logo navigation, enabling us to stand out and create our own recognizable assets.

HELVETICA BY GOSTYPE FOUNDRY

AaBbCc

Only use display font when pulling out words in heading

Do not use the display font for

34

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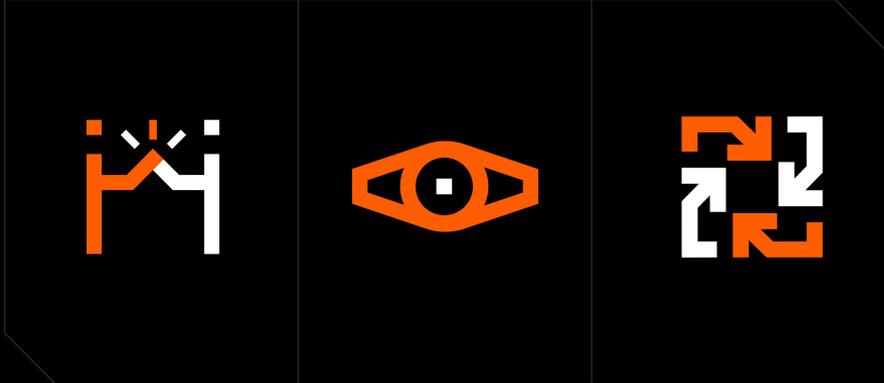
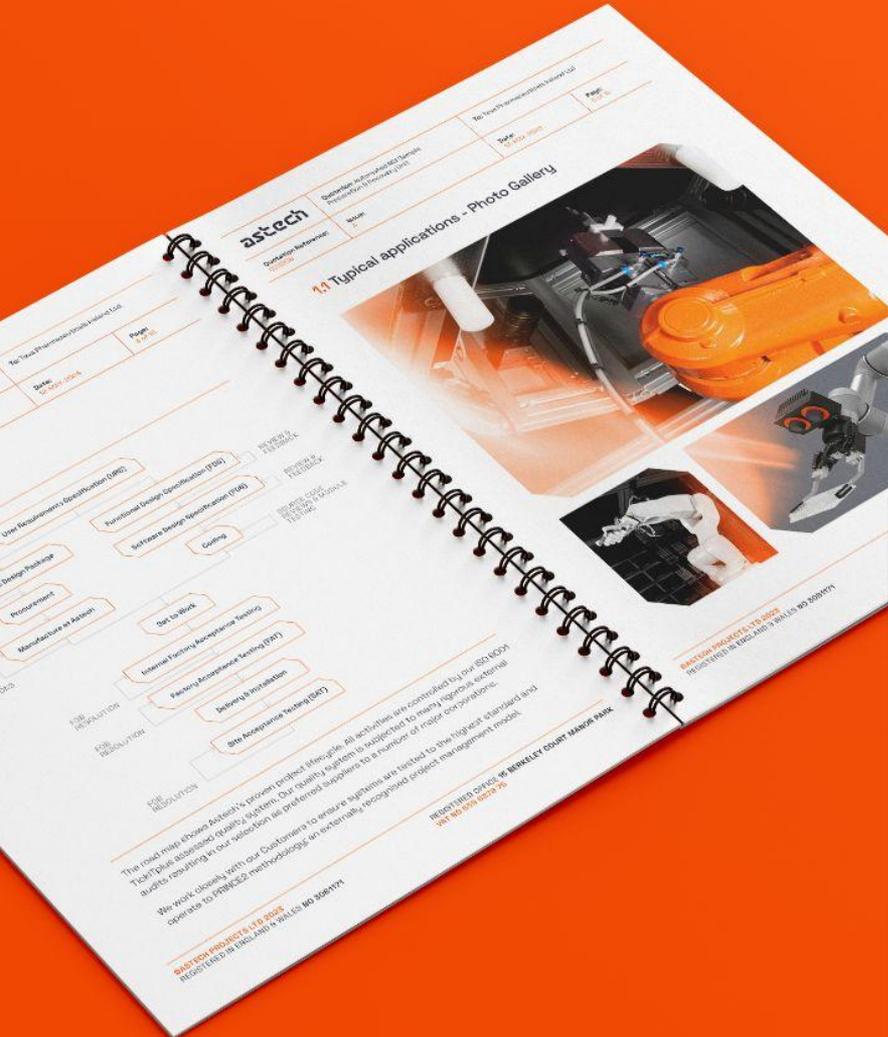
INNOVATION. ACCELERATION. TRANSFORMATION.

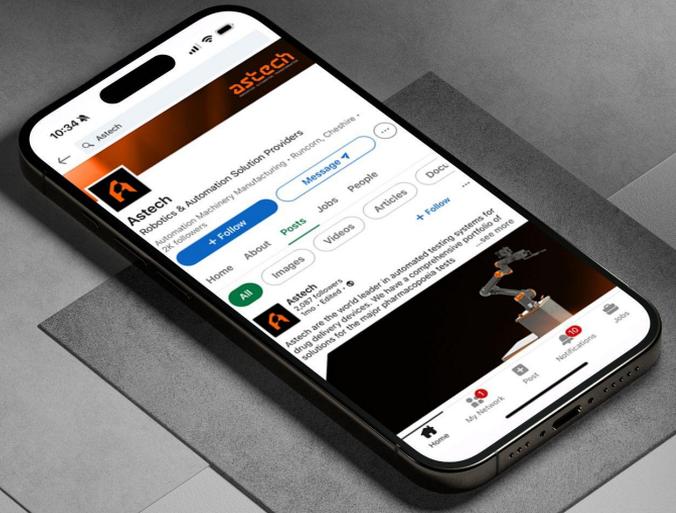
HOW THIS COULD BE...

Hello, revolution. Innovation: it's in our Future-ready tech

20

33







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EVENT INFORMATION



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Die Marke auf den Markt bringen



PPC & SEO

Bezahlte soziale

Soziales

Ausstellung

Video

3D Renders

Aufbau der Marke Astech und Förderung der Bekanntheit des Unternehmens und der Produkte in bestehenden und neuen Kanälen mit dem Ziel, Leads zu generieren und eine Autorität für automatisierte Laborlösungen zu werden.



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RLA 1 SERIES
MANUAL TROLLEY

Discover Lab automation today.

[Request Demo](#)



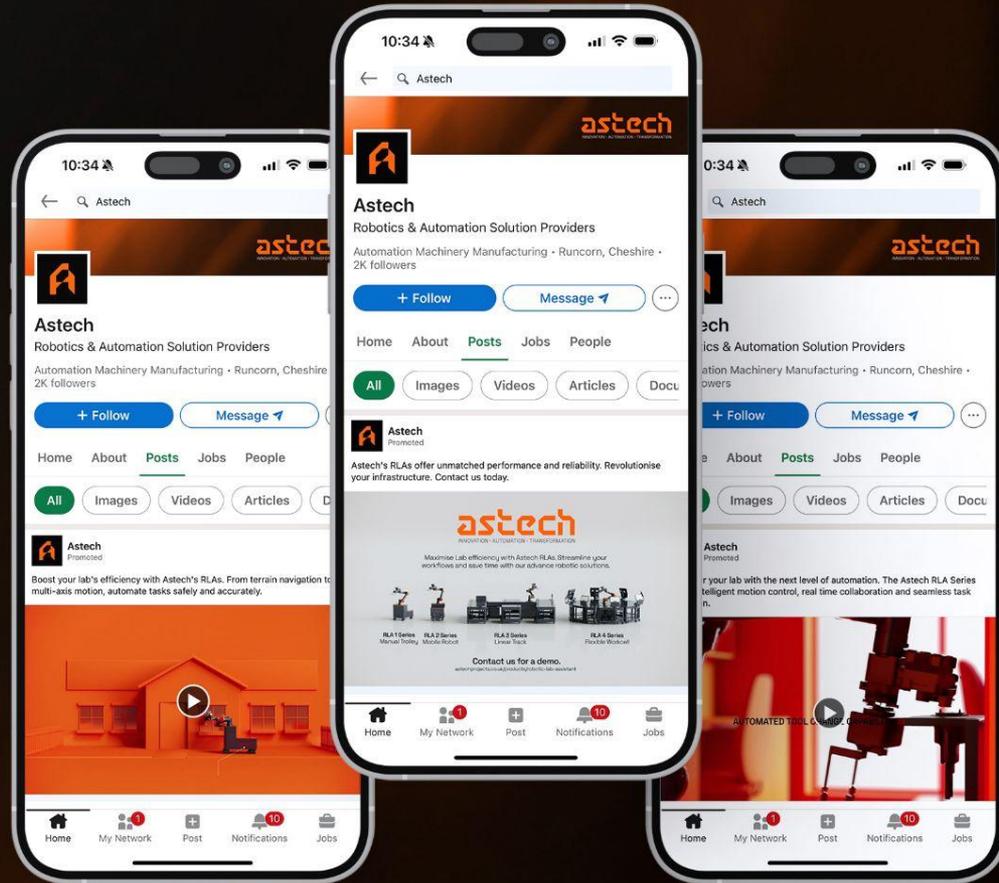
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Boost your lab's efficiency with Astech's RLAs. From terrain navigation to multi-axis motion, automate tasks safely and accurately.



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The shape of things to come...
Introducing the next
generation of **Robotic**
Lab Assistants



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Introducing the next
generation of Robotic

introduction

What is a laboratory management system (LIMS)?



Share this article

What is a laboratory management system (LIMS)?

A laboratory management system (LIMS) is a software system that works to streamline lab operations by automating processes. A lab management system using sensors as a central hub that manages lab workflows to ensure efficiency and accuracy.

The Key Features and Benefits

- 1. Workflow automation**
Automation is very valuable in a laboratory setting where repetitive and complex tasks are common. LIMS can automate these tasks and cut down on errors mostly by workers doing the job manually, and freeing staff to focus on the more complex processes which require human intervention. This can significantly increase the effectiveness and productivity of a lab.
- 1. Sample management**
You can use LIMS to track the whole lifecycle of samples, from receipt to disposal. This is beneficial as it provides a clear trail for auditing for the purposes of compliance, and it also ensures that samples are correctly handled.
- 1. Data management**
By contributing data storage, as well as providing data analysis and reporting, LIMS can be used to make data-based decisions in the lab. A LIMS can also be integrated with commonly used lab instruments to automate the transfer of data to speed up analysis and remove manual input errors.
- 1. Collaboration in the lab**
Enhanced collaboration can improve the efficiency and performance of the lab. LIMS facilitates the collaboration between staff members in the laboratory by allowing shared data and real-time data transfer.

Types of laboratory management systems

There are three main types of LIMS:

- **Standardised:** These are designed for single labs and have the ability to track samples and manage data.

introduction

The Benefits of Track RLAs



Share this article

The RLA 3 Series - Linear Track, streamlines laboratory processes. It is a track-mounted lab assistant robot that allows you to safely collaborate between workers and robots.

The RLA 3 Series travels over x3800, across linear motion axis, and the tracks can be up to 7 meters long.

The Benefits of a Track RLA

There are multiple advantages and benefits of using a track RLA to help increase efficiency and accuracy in a lab. Here's how:

24 hour operation
Generally your lab will have two shifts per day, but with a track RLA you can ensure a 24 hour operation without having to have round the clock shifts.

Space saving
Track RLAs are space-saving because everything is in alignment. When it comes to working within the lab, it's ideal not to have each piece of equipment take up too much room.

A strong return on your investment
Track RLAs can be reconfigured for different processes within the lab. The carts come away so it's adaptable to the different processes within the lab, which means you get a good return of your investment.

Trackable and traceable
Track RLAs have real-time tracking capabilities which can monitor the location and status of each sample. This enhances tracking and traceability of samples and ensures transparency, which means that if there are any errors, investigation can be done.

Reduced manual errors
You can get more consistent and reliable results by minimising some of the human error associated with manual data entry and sample handling.

Astech Projects is a leader in lab automation solutions, and can help you to choose the right system to meet your needs. Contact us today to explore how we can help to optimise your workflow.

Read Next



introduction

Robot Carts: What are the Ideal Applications for a Robot Trolley?



Share this article

A robot cart is a type of lab track system that transports lab supplies and samples using an autonomous robot in the laboratory. In the ever-faster pace of healthcare labs, this kind of innovative solution can increase lab use efficiency and accuracy.

At Astech, we offer two types of RLA trolleys. We have the RLA 1 Series, a manual trolley which performs a variety of different tasks which revolve around different work stations.

The RLA 2 Series is an autonomous vehicle equipped with sensors and navigation software, designed to transport lab supplies and samples safely within a laboratory setting. In this article, we'll explore the most popular applications for the RLA 2 Series autonomous robot trolley.

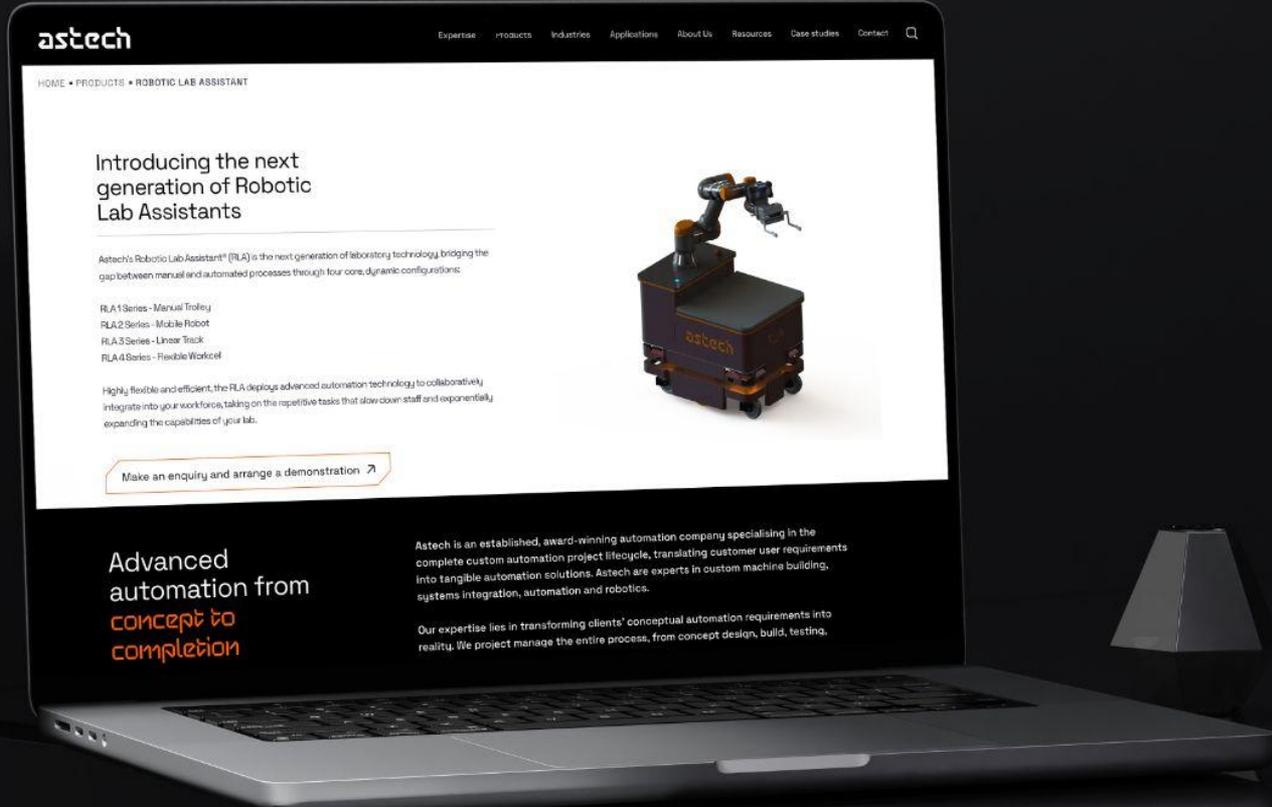
The RLA 2 Series can transport lab items such as:

- Lab supplies
- Ingestibles
- Urine samples
- Blood samples
- Urine samples

Ideal Applications

The RLA 2 Series can be used in many different lab settings. In a lab, you need to streamline workflows and improve efficiency, a robot trolley can help. Some of the most common applications include:

- Sample Transport**
It can be either inter-departmental transport or intra-departmental transport:
- Inter-departmental transport**
Sometimes it is required to move samples between departments. For example, pathology, microbiology, and haematology departments.
- Intra-departmental transport**
In some cases, samples need to be transported within the same department. For example, for a urine sample, might need to be transported between two workstations or analysis tools.
- Supply delivery**



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Introducing the next generation of Robotic Lab Assistants

Astech's Robotic Lab Assistant® (RLA) is the next generation of laboratory technology bridging the gap between manual and automated processes through four core, dynamic configurations:

- RLA1 Series - Manual Trolley
- RLA2 Series - Mobile Robot
- RLA3 Series - Linear Track
- RLA4 Series - Flexible Workcell

Highly flexible and efficient, the RLA deploys advanced automation technology to collaboratively integrate into your workflow, taking on the repetitive tasks that slow down staff and exponentially expanding the capabilities of your lab.

[Make an enquiry and arrange a demonstration](#)

Advanced
automation from
concept to
completion

Astech is an established, award-winning automation company specialising in the complete custom automation project lifecycle, translating customer user requirements into tangible automation solutions. Astech are experts in custom machine building, systems integration, automation and robotics.

Our expertise lies in transforming clients' conceptual automation requirements into reality. We project manage the entire process, from concept design, build, testing.



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POWERED BY
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SiLA
Rapid Integration

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Introducing the next generation of
Robotic Lab Assistants



**Die Ergebnisse
sprechen für sich**





45%

Zunahme des Website-Verkehrs



39%

Erhöhung der Zahl der Social
Follower und des



20%

Engagements Erhöhung der Zahl
qualifizierter Leads



+181%

Steigerung der
organischen Keyword



+600k

Rankings Soziale Impressionen



Die Zusammenarbeit mit Refinery war für Astech ein echter Umbruch. Was als Gespräch über Forschung und Verfeinerung unserer Marke begann, hat sich zu einer kompletten Neupositionierung entwickelt, die uns auf eine völlig neue Ebene im Markt gebracht hat. Die strategische Klarheit, die sie unserem Messaging verliehen haben, kombiniert mit einer kühnen, modernen Marke hat nicht nur unser Selbstverständnis, sondern vor allem auch das des Marktes neu definiert. Wir sind nicht mehr nur Teil des Gesprächs - wir führen es an. Der Bekanntheitsgrad, den wir seit der Markenentwicklung erreicht haben, ist phänomenal. Refinery hat sich die Zeit genommen, um zu verstehen, wer wir sind, wo wir hinwollen und wie uns für langfristigen Erfolg positionieren können. Ihr Fachwissen, ihre Kreativität und ihr Engagement haben sich bahnbrechend für Astech. Wir sind sehr gespannt darauf, wohin die Reise geht - und Refinery wird zweifellos weiterhin ein wichtiger Teil dieser Reise sein.

Craig Hamilton | CEO

Wir würden uns freuen, von Ihnen zu hören

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