

refinery

*Astech*  
**Evolving a  
revolutionary brand**

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# Credentials

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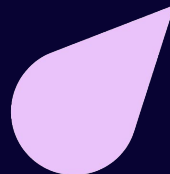


*Ranked*  
**#1** Manchester's #1  
private integrated  
marketing agency

Prolific North Top 15: 2023

**refinery**

ESTABLISHED 1970



OUR PURPOSE

We deliver growth  
through *creativity*.

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# We've *refined and delivered* growth for many organisations

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SIEMENS  
energy

Dulux  
let's colour

EGO

Stagecoach

Energizer  
Holdings, Inc.

co  
op

Responsible  
Steel

REAL

D  
DEICHMANN

SKIL

MANCHESTER  
ARNDAL

AkzoNobel

OUR SERVICES

→ *Strategy*  
**Creative**  
**Communications**  
**Performance**



Brand Strategy  
Brand Planning  
Comms Planning  
Audience Research  
Creative Research  
Trend Analysis  
Insight Reports

OUR SERVICES

# Strategy → *Creative* Communications Performance



Brand Design  
Creative Concepting  
Print Design  
Point of Sale  
Motion & Video  
Animation / 3D  
Packaging Design  
Audio  
Artwork

OUR SERVICES

# Strategy Creative → *Communications* Performance



PR  
Social Media  
Influencer Marketing  
Events & Experiential  
Shopper Marketing  
Programmatic Display  
Internal Presentations  
Internal Comms  
Partnerships

OUR SERVICES

# Strategy Creative Communications → *Performance*



PPC  
Search Engine Marketing  
Marketplaces  
Web Design  
Web Development  
Data & Analytics  
SEO



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# Evolving a revolutionary brand

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Refinery partnered with Astech to evolve its brand, embracing evolution over revolution. While preserving its core values, we elevated the brand to align with its growing presence in the laboratory automation market. The refreshed identity reflects Astech's transition into a trusted supplier, emphasizing its expertise in productising software solutions like LabExpert and its robotic lab assistant.

The new positioning highlights Astech's commitment to innovation and growth through new markets, and maintaining core revenue streams—all while shifting the brand's focus beyond just services and products to a broader, purpose-driven vision.

# astech

INNOVATION • AUTOMATION • TRANSFORMATION

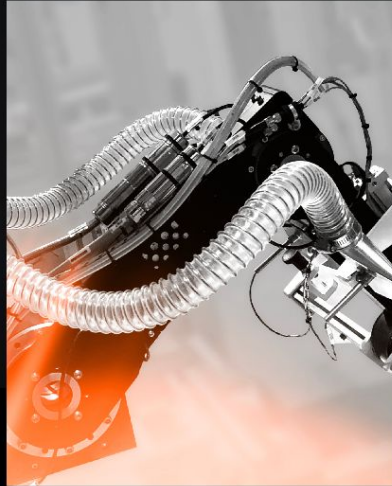


## PURPOSE

To expedite human-centric, automated solutions that transform the working life of our clients and environment.

## VISION

To be the world's leading provider of automated solutions, for the world's most innovative companies.



## VALUES

### Empowerment

We know we are stronger together, so we support and trust in our experts to make the right decisions and to take ownership and accountability of our actions.

### Human focus

We do everything we can to empower our experts to think and grow as a team.

### Innovation

We constantly develop new, better, and more efficient automated solutions that transform the working life and environment for our clients.



# Bringing the brand to life

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Branding

Website

Strategy

Social

Editorial

3D Renders





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Happy birthday & Thank You

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Meet the team

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Product Software Developer - SIBA

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Case study title added here

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INNOVATION. TECHNOLOGY. TRANSFORMATION.

# Brand Guidelines

version 4.0

NOVEMBER 2023

graphy  
ays

we compete with both photography it is important photography to screen and any other mode.

the photography further, adjust the contrast, blur the nd, add a dynamic crop and the image to black and white copying the overlay.

ORIGINAL DARK PHOTOGRAPHY WITH OVERLAY

ORIGINAL LIGHT PHOTOGRAPHY WITH OVERLAY

ENHANCED PHOTOGRAPHY WITH OVERLAY

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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 Refraction which is only used in headings to pull out key words.

Refraction features skinny vertical, horizontal and 45° diagonal lines on 9 trees to capture each letter form in an abstract and dynamic way.

The typeface was used across our brand logo, revealing a new way to stand out and create our own recognizable assets.

Only use display font when pulling out words in heading

Do not use the display font for

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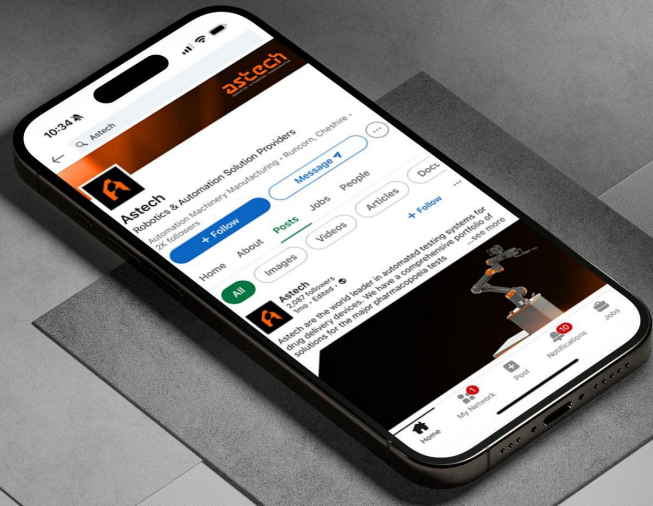
HOW THIS COULD LOOK...

# Hello, revolution.

## Innovation: it's in our Future-ready tech















**Astech**  
 2,284 followers  
 1mo

+ Follow

EVENT INFORMATION




Like Comment Repost Send




**Astech**  
 2,284 followers  
 1mo

+ Follow




Like Comment Repost Send



**Astech**  
 2,284 followers  
 1mo

+ Follow



Like Comment Repost Send

# Bringing the brand to market

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PPC & SEO

Paid Social

Social

Exhibition

Video

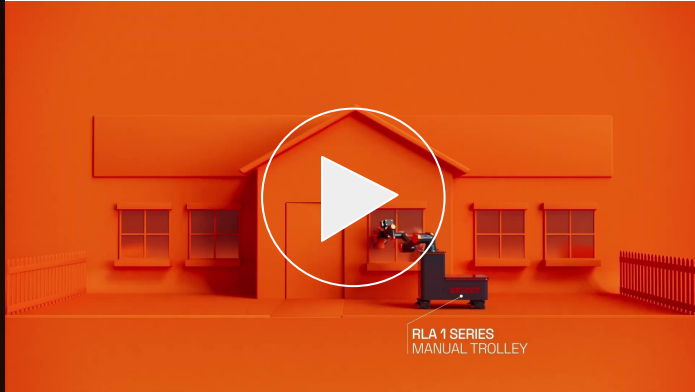
3D Renders

To build the Astech brand and drive awareness of the business and products in both existing and new channels with the aim to drive leads and become an authority with laboratory automated solutions.



**Astech**  
Promoted

[+ Follow](#)



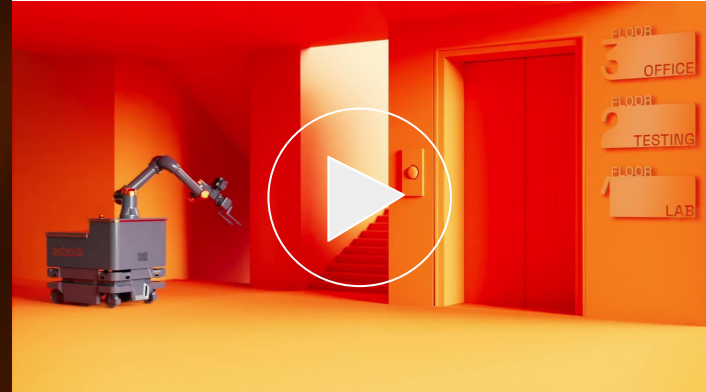
Discover Lab automation today.

[Request Demo](#)



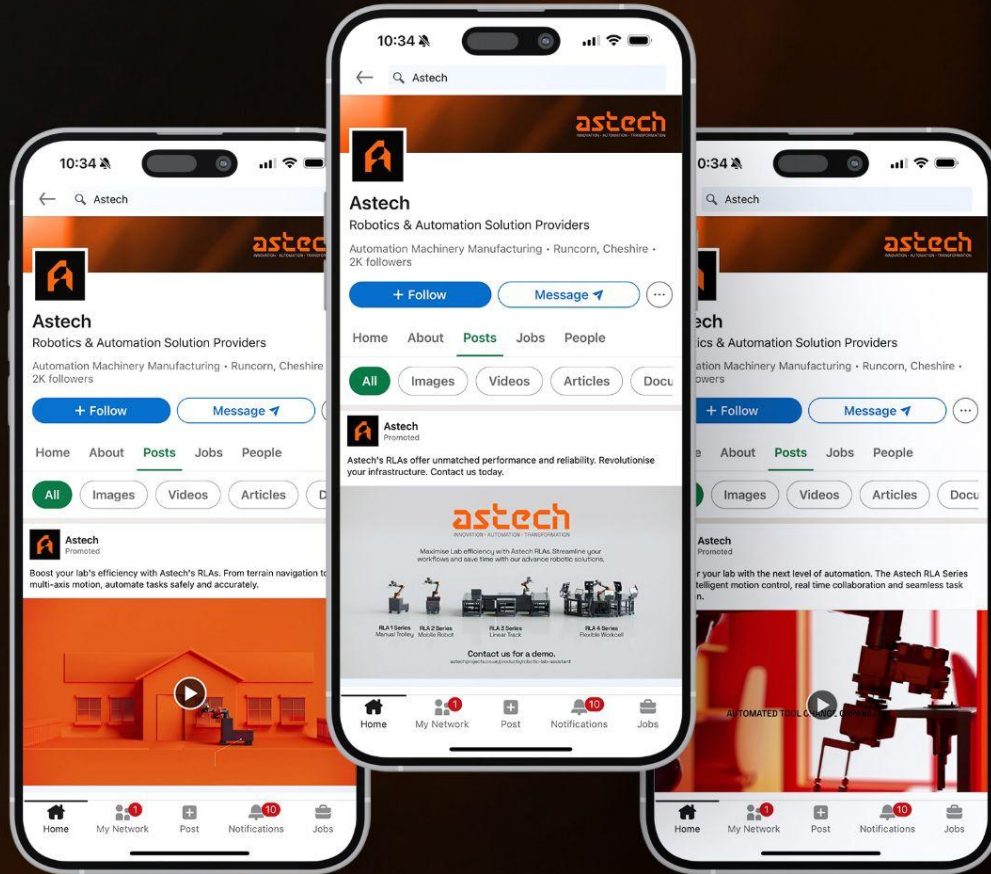
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Contact us today.

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## introduction

## What is a laboratory management system (LIMS)?



## HOME • RESOURCES • 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 usually serves 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 which can reduce 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 contracting 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 externally 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



## HOME • RESOURCES • BENEFITS TRACK RLAs

## Share this article



The RL4 S Series - Linear Track, streamlines laboratory processes. It is a track-mounted lab assistant robot that allows you to safely collaborative between workers and robots.

The RL4 S Series travels over x800", 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?



## HOME • RESOURCES • ROBOT CARTS

## 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 ever-faster pace of healthcare labs, this kind of innovative solution can noticeably improve efficiency and accuracy.

At Astech, we offer two types of RLA trolleys. We have the RL4 S Series, a manual trolley which performs a variety of different tasks which moved around to different work stations.

The RL4 S Series is an autonomous vehicle equipped with sensors and navigation software, designed to transport lab supplies and samples safely and efficiently within a laboratory setting. In this article, we'll explore the ideal applications for the RL4 S Series autonomous robot trolley.

The RL4 S Series can transport lab items such as:

- Lab supplies
- Reagents
- Test-a-samples
- Blood samples
- Urine samples

### Ideal Applications

The RL4 S Series can be used in many different lab settings. If 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.

#### Intra-departmental transport

Sometimes it is required to move samples between departments. For example, pathology, microbiology, and haematology departments.

#### Inter-departmental transport

Now and then, samples need to be transported within the same department. For example, the same 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 workforce, 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  
LabExpert®



SiLA  
Rapid Integration

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Introducing the next generation of

# Robotic Lab Assistants



# The results speak for themselves

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**45%**

Increase in website traffic



**39%**

Increase in social followers  
and engagements



**20%**

Increase in qualified leads



**+181%**

Increase in organic  
keyword rankings



**+600k**

Social impressions





Partnering with Refinery has been nothing short of transformational for Astech. What began as a conversation around research and refining our brand has evolved into a complete repositioning that has elevated us to an entirely new level in the market. The strategic clarity they've brought to our messaging, combined with a bold, modern brand identity, has not only redefined how we see ourselves but, more importantly, how the market sees us.

We're no longer just part of the conversation — we're leading it. The awareness we've generated since the brand evolution has been phenomenal.

Refinery took the time to understand who we are, where we're going, and how to position us for long-term success. Their expertise, creativity, and commitment have been game-changing for Astech. We couldn't be more excited about where we're headed next — and Refinery will undoubtedly continue to be a key part of that journey

Craig Hamilton | CEO



# We'd *love* to hear from you

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