

Project: Lead-generation email

Objective: Get leads to sign up to a free demo

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SUBJECT: Discover how you can save hours transferring proteins from SDS-PAGE gels to PVDF membranes – all in one compact system

Sign up now for a FREE demonstration on how the *Pierce Power System* can save you time, and improve lab workflow

Dear John,

Ever had a time when you spent 3 hours preparing proteins for a transfer, only to find that the protein got denatured? Workflow comes to a halt. Time is wasted. Not to mention that you have to prepare the entire sample again from scratch. With this in mind, we are inviting you to sign up to a FREE demo of our new Pierce Power System – an all-in-one, compact and portable system. In the demo, you will discover:

- How you can stain proteins and transfer them from gels to nitrocellulose or PVDF membranes in **5-10 minutes**, both saving time and avoiding manual mistakes
- How easy it is to use the pre-programmed methods to make staining and protein transfer quick and efficient, no matter what protein or gel you are using
- How user-friendly and convenient the LCD touchscreen interface is – so that even a novice can use the system with ease

The Pierce Power System was designed with your workflow hassles in mind.

To request a FREE demo, click [here](#) or visit: **thermoscientific.com/powersystem** to sign up.

Sincerely,

Dr. Donald Smith
Product Manager, Thermofisher Scientific

P.S. Sign up before November 29, 2016 and receive our complementary report for Lab managers and technical staff: "7 ways you can save time and increase workflow in today's lab".



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