Exymes

Distributors Sales Guide

SPIN conversations | Competitive comparisons | Follow-up tools

*prep*GEM Universal | *prep*GEM Bacteria | *forensic*GEM Universal | *forensic*GEM Sperm | *RNA*GEM | *phyto*GEM

Exymes

Why Exymes?

The enzymatic extraction advantage — seven reasons labs are making the switch

86% faster

Conventional silica column extraction takes 45–120 minutes. Exymes kits take 4–15 minutes. For labs running dozens of samples daily, this is transformative.

100% recovery

Column-based methods lose DNA on the membrane, in the wash, during elution. Exymes enzyme lysis has no binding step — no losses, by design.

No hazardous chemistry

No guanidinium salts. No phenol. No SDS. Safer for staff, simpler for waste disposal, and no specialist storage. Reagents are non-toxic and non-hazardous.

PCR-ready extract

Unless inhibitors are present in the original sample, Exymes extracts are PCR-ready straight from the tube — no clean-up step, no dilution required.

Tiny footprint

500 reactions fit in a box 11×9×3 cm. 94% less chemical and biohazard storage volume compared to conventional kits.

81% less plastic waste

No spin columns, no membranes, no collection tubes. Single tube per sample. An increasingly important factor in institutional purchasing decisions.

No cold chain needed

Room temperature stable for 2 years. No ice packs, no freezer requirements, no special handling during shipping. A meaningful advantage for international distribution and field-based use.

Exymes

How the technology works

Temperature-controlled enzyme activation — the mechanism behind every Exymes product

1

Prepare on ice

Mix sample with enzyme buffer. The enzyme is inactive at low temperature — no reaction occurs until heat is applied. No timing pressure, no race against the clock.

2

Heat to 75°C

Enzyme activates and digests proteins in the sample. The thermophilic proteinase works rapidly at 75°C, far above the temperature range where Proteinase K or other common proteinases remain effective.

3

Heat to 95°C

Enzyme is denatured and permanently inactivated.

This is the critical heat-kill step, unlike Proteinase K, which requires chemical removal, the Exymes enzyme is simply switched off by heat.

4

Ready to use

Cool and use directly. PCR-ready extract from a single closed tube, using standard lab equipment only.

Why this matters for your customers: The whole process runs on a standard heat block or thermocycler. No specialist equipment, no chemical removal steps, no open-tube transfers. The enzyme does the work and then removes itself. That is the design advantage that makes the workflow fast, clean, and closed.

Exymes

Section 1

Sales Conversations

SPIN-based conversation guides — one opening slide and one question guide per product

How to use this guide

Each product has two slides. The first gives you your opening conversation. The second is your SPIN question guide which is a structured sequence to uncover what the customer actually needs, rather than leading with features.

S	**Situation**	Confirm the customer is doing the work you think they are. Don't assume — ask. Two or three situation questions establish context and earn the right to go deeper. Avoid asking for information they would expect you to already have.
P	**Problem**	Surface the friction in their current workflow. Most scientists accept slow or hazardous extraction as normal. Your job is to make the cost of the status quo visible — gently, without dismissing the approach they have invested in.
I	**Implication**	Help the customer connect the problem to a wider consequence — time lost across many samples, inhibitor risk affecting data quality, compliance burden from hazardous storage. The customer should feel the weight of the problem, not just acknowledge it.
N	**Need-Payoff**	Move from problem to solution value. Frame Exymes' advantages in terms the customer has already said matter to them. The end result statement and offer of an evaluation kit belong here. Ideally the customer articulates the benefit, not you.

*prep*GEM Universal

General purpose DNA extraction: blood, saliva, tissue, cell culture, and insects

Opening statement	Is anyone here extracting DNA from blood, saliva, tissue, or cell cultures? What kit are you currently using for that?
3-second statement	I have a kit that extracts DNA from those sample types in a single tube, in under 15 minutes — no columns, no chaotropic salts, and no losses on a membrane.
End result	**You get clean, inhibitor-free DNA ready for PCR, qPCR, NGS, CRISPR screening, or WGA — straight from a single closed tube, using nothing more than a heat block.**
Key points	86% faster than column methods. 100% DNA recovery — no column losses. No chaotropic salts or SDS. Room temperature stable, 2-year shelf life. Works with any heat block or thermocycler.

*prep*GEM Universal — SPIN question guide

Exymes

S Situation — confirm the customer is doing relevant work

- What sample types are you working with most frequently?
- What extraction method are you using currently — column, bead, or something else?
- How many samples do you typically run in a session?

P Problem — surface the friction in their current method

- How long does a typical extraction take you, start to finish?
- Have you ever had inhibitor carry-over affecting your PCR or qPCR results?
- Do you find yourself discarding a lot of plastic per run: columns, collection tubes, membranes?

I Implication — connect the problem to a broader consequence

- If you are running 48 or 96 samples, how much of your day does extraction actually consume?
- When a PCR fails, how often do you suspect extraction quality might be a contributing factor?
- Is your institution starting to put pressure on labs around plastic waste or chemical storage?

N Need-Payoff — frame the value in terms the customer has expressed

- If you could get the same or better DNA quality in a fraction of the time, would that change how you plan your workflow?
- Would removing hazardous chemicals from your extraction step simplify your waste disposal and storage?
- Could I leave you with an evaluation kit to try on your own material this week?

*prep*GEM Bacteria

Bacterial and environmental DNA for Gram+/−, biofilm, swabs, soil, stool, and water

Opening statement	Is anyone here working with bacterial cultures, environmental swabs, soil, or stool samples? Are you running 16S sequencing or any metagenomic work?
3-second statement	I have a kit that extracts DNA from Gram-positive and Gram-negative bacteria, biofilm, swabs, and environmental samples including soil and stool — single tube, under 15 minutes.
End result	**You get clean DNA ready for PCR, qPCR, whole genome amplification, amplicon sequencing, and 16S rRNA sequencing — without columns, beads, or hazardous lysis reagents.**
Key points	Covers Gram+/−, protozoa, archaea, biofilm, swabs, soil, stool, and water. Lysozyme step included for challenging Gram-positive organisms. No bead-beating required. Direct to 16S or WGA.

*prep*GEM Bacteria — SPIN question guide

S Situation — confirm the customer is doing relevant work

- What organisms are you primarily working with: Gram-positive, Gram-negative, or a mix?
- Are you extracting from pure cultures, environmental samples, or clinical-type swabs?
- What is your downstream application: PCR, sequencing, or something else?

P Problem — surface the friction in their current method

- Do you find certain sample types — biofilm or high-density cultures — are harder to lyse reliably?
- Have you had inhibitor carry-over from environmental samples affecting your qPCR results?
- How many steps does your current protocol involve? Where do you feel the contamination risk is highest?

I Implication — connect the problem to a broader consequence

- If lysis is inconsistent, how does that affect your confidence in comparative sequencing data?
- For environmental or stool samples with high inhibitor loads, what do you do when a PCR fails — re-extract?
- Is extraction time a meaningful constraint on how many samples you can process in a day?

N Need-Payoff — frame the value in terms the customer has expressed

- If a single kit reliably handled your Gram-positive, Gram-negative, and environmental samples without protocol changes, would that simplify your workflow?
- Would consistent lysis across sample types give you more confidence in your sequencing data?
- Could I leave you with an evaluation kit to try on your most challenging sample type this week?

*forensic*GEM Universal

STR-grade human ID extraction — blood, saliva, tissue, storage cards, hair, and fingernail

Opening statement	Is anyone here doing human identification work — STR profiling, forensic casework, or paternity testing? What samples are you extracting from most often?
3-second statement	I have a forensic extraction kit that works directly on blood, saliva, tissue, FTA cards, hair, and fingernail; no organic extraction, no columns; producing STR-ready DNA in minutes.
End result	**You get single-stranded DNA suitable for STR, PCR, and qPCR from a closed single-tube reaction: no phenol, no chloroform, no chaotropic salts, and significantly less plastic per sample.**
Key points	STR-validated. Covers blood, saliva, tissue, hair, fingernail, and FTA/storage cards. No organic solvents or chaotropes. Single closed tube meaning low contamination risk. 86% faster than column methods.

*forensic*GEM Universal — SPIN question guide

S Situation — confirm the customer is doing relevant work

- What sample types make up the bulk of your caseload — buccal swabs, bloodstains, reference samples?
- Are you using organic extraction, differential lysis, or column-based kits currently?
- How many samples per batch are you typically processing?

P Problem — surface the friction in their current method

- How long does your current extraction take per sample, and how much of that is hands-on time?
- Do you encounter issues with degraded or low-template samples not producing a complete profile?
- Are there concerns in your lab around storage or disposal of hazardous extraction reagents?

I Implication — connect the problem to a broader consequence

- If a case involves a high volume of samples, does extraction throughput ever become a bottleneck in turnaround time?
- When you get a partial profile, can you reliably determine whether extraction efficiency or sample quality is the limiting factor?
- Are there accreditation or regulatory pressures around chemical handling that constrain your protocol choices?

N Need-Payoff — frame the value in terms the customer has expressed

- If you could cut extraction time substantially while maintaining profile quality, would that increase your capacity?
- Would removing toxic reagents from your workflow simplify your health and safety compliance?
- Could I leave you with an evaluation kit to run against your current method on the same material?

*forensic*GEM Sperm

Exymes

Differential lysis for sperm-containing samples — semen, semen stains, and vaginal swabs

Opening statement	Do you process sexual assault examination kits in your laboratory? What method are you currently using for the differential lysis step?
3-second statement	I have a kit that performs differential extraction on sperm-containing samples in approximately 11 minutes: single tube, no organic solvents, and fast enough to triage for Y chromosome presence before committing to a full STR workflow.
End result	**You get sperm cell DNA separated from female epithelial cell DNA, suitable for STR profiling and Y-chromosome screening, with no hazardous organic solvents in the workflow.**
Key points	Covers semen, semen stains, and vaginal swabs. Acrosolv reagent targets the sperm acrosomal membrane which is a different mechanism to Benzonase. Compatible with STR, PCR, and Y-screening. Rapid Y-screening (11 min) allows quick triage of sex crime samples to determine Y chromosome presence before full profiling. No organic solvents.

*forensic*GEM Sperm — SPIN question guide

Exymes

S Situation — confirm the customer is doing relevant work

- What is your current differential lysis protocol — how many steps and what reagents does it involve?
- Are you seeing azoospermic samples or other challenging sample types in your caseload?
- How many sexual assault samples does your laboratory process in a typical month?

P Problem — surface the friction in their current method

- Is the differential lysis step one of the more technically demanding parts of your workflow?
- Do you find it difficult to get a clean sperm fraction from low-sperm or mixed samples?
- Are there concerns in your laboratory about handling the reagents used in conventional differential lysis?

I Implication — connect the problem to a broader consequence

- When the differential lysis is not clean, what effect does that have on your STR profile — mixed or partial results?
- If the procedure is technically complex, does that create variability between analysts?
- Is analyst capacity a constraint in how quickly your lab can turn around sexual assault cases?

N Need-Payoff — frame the value in terms the customer has expressed

- If you could triage a sexual assault sample for Y chromosome presence in 11 minutes, before committing analyst time to a full differential extraction, would that change how you prioritise your caseload?
- Would eliminating hazardous organic solvents from this step be a meaningful improvement for your lab?
- Could I arrange for an evaluation kit so you can compare performance on real case material?

*RNA*GEM

RNA extraction for mammalian cell culture, laser-capture micro-dissection, and FACS-sorted populations

Opening statement	Is anyone here extracting RNA from mammalian cell cultures? Are you working with laser-capture micro-dissected tissue or FACS-sorted cell populations?
3-second statement	I have an RNA extraction kit optimised for mammalian cell culture and rare cell populations that is direct into downstream reagents with no column and no phase separation.
End result	**You get clean RNA from precious cell populations, ready for RT-PCR or qRT-PCR, compatible with 96-well plates, without TRIzol phase separation or column spin steps.**
Key points	Optimised for mammalian cell culture, LCM, and FACS-sorted populations. Direct-to-reaction compatible. 96-well plate friendly. Note: not validated on blood or faecal RNA so confirm sample type before recommending.

*RNA*GEM — SPIN question guide

Exymes

S — Situation — confirm the customer is doing relevant work

- What cell types and culture conditions are you working with?
- What is your current RNA extraction method — TRIzol, a column kit, or something else?
- Are you working with rare or precious cell populations where sample loss is a real concern?

P — Problem — surface the friction in their current method

- How many steps are between lysing your cells and having RNA ready for RT-PCR?
- If you are using TRIzol, is phase separation consistently reliable — do you ever lose yield at that step?
- When working with FACS-sorted populations or LCM material, is RNA loss during extraction a problem?

I — Implication — connect the problem to a broader consequence

- If you are losing RNA at the column or phase separation step, does that affect your confidence in the expression data?
- For high-throughput work across 96 wells, how much time does your extraction protocol add to the experiment?
- If a precious sample from a rare patient biopsy gives poor yield, can you easily obtain another?

N — Need-Payoff — frame the value in terms the customer has expressed

- If you could go directly from cell lysis to RT-PCR with no intermediate steps, would that change how you design your experiments?
- For cell populations where sample is irreplaceable, would a lossless single-tube protocol matter?
- Could I leave you with an evaluation kit to try on your cell line and compare Ct values with your current method?

Plant and fungal DNA extraction: leaves, stems, roots, tubers, seaweeds, and plant pathogens

Opening statement	Is anyone here doing plant DNA extractions: leaf tissue, roots, tubers, or plant pathogen screening? What protocol are you running currently?
3-second statement	I have a plant DNA extraction kit that works directly on leaf punches, roots, tubers, seaweeds, and fungi, no liquid nitrogen, no CTAB, no grinding, in a single tube.
End result	**You get plant DNA suitable for PCR, qPCR, LAMP, RPA, and NGS; directly from a heat-treated sample, without the infrastructure and hazardous chemistry that conventional plant extraction requires.**
Key points	Covers leaves, stems, roots, tubers, seaweeds, fungi, and plant pathogens. No grinding, no liquid nitrogen, no CTAB. Compatible with PCR, qPCR, LAMP, RPA, and NGS. Works with the PDQeX instrument.

*phyto*GEM — SPIN question guide

Exymes

S Situation — confirm the customer is doing relevant work

- What plant tissue types are you primarily working with: leaves, roots, woody tissue, something more challenging?
- What does your current extraction protocol look like: CTAB, a commercial column kit, or something else?
- What are you doing downstream — PCR marker screening, pathogen detection, or sequencing?

P Problem — surface the friction in their current method

- Is grinding or homogenisation a step in your protocol? Is that a time or equipment constraint?
- Do you use liquid nitrogen for tissue disruption? How does that affect your throughput?
- Have you had issues with polyphenols or polysaccharides carrying over and interfering with PCR?

I Implication — connect the problem to a broader consequence

- If you are processing large numbers of plant samples in a breeding programme or disease surveillance context, how much time does the grinding step consume?
- When PCR inhibition occurs from polyphenol carry-over, how do you handle it? Is it through dilution, re-extraction, or something else?
- Is access to a homogeniser or liquid nitrogen a limiting factor in how many samples you can process at once?

N Need-Payoff — frame the value in terms the customer has expressed

- If you could go from leaf punch to PCR-ready extract with no grinding, no liquid nitrogen, and no CTAB, would that meaningfully increase your throughput?
- For field-based or high-volume screening, would a simpler protocol open up workflows that are not currently practical?
- Could I leave you with an evaluation kit to try on your standard plant material and compare with your current method?

Exymes

Section 2

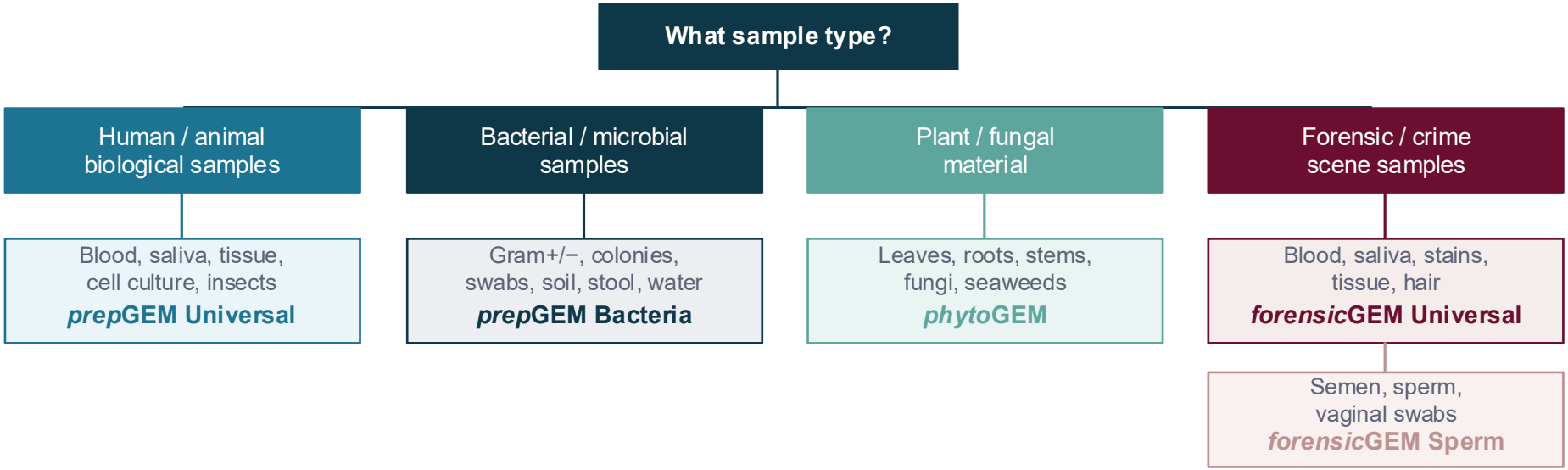
Competitive Comparisons

Exymes vs Qiagen, Thermo Fisher, Promega, and Zymo Research

Exymes

Which kit is right for your customer?

Match sample type and application to the correct Exymes product



RNAGEM: Optimised for mammalian cell culture, LCM, and FACS-sorted populations. Confirm sample type before recommending.

boneGEM: Designed for bone plugs, powder, fragments, and freeze-dried bone. Validated for STR, PCR, and qPCR workflows.

Exymes

Exymes vs Qiagen

Why customers are switching from column-based kits

	Exymes	Qiagen (QIAamp / DNeasy)
Extraction method	Thermophilic enzyme lysis — single tube	Silica column with chaotropic salts and ethanol washes
Extraction time	4–15 min	45–120 min or more depending on sample type
DNA recovery	100% — no column binding losses	Variable; column membrane losses are inherent to the method
Plastic waste	Minimal — no columns, membranes, or collection tubes	Multiple columns and collection tubes per sample
Hazardous chemicals	None — no chaotropes, no SDS	Guanidinium salts, ethanol, Buffer AL (toxic if inhaled)
Storage requirements	Room temperature stable; small footprint; 2-year shelf life	Multiple buffers; some require cool storage; fume hood recommended
Downstream assays	PCR, qPCR, NGS, STR, CRISPR, WGA — broad compatibility	PCR, qPCR, NGS — similar range
Scalability	96-well compatible; direct-to-plate workflows supported	Column format limits throughput and automation potential
Workflow complexity	Single tube; minimal hands-on; low contamination risk	Multi-step; multiple open-tube transfers; higher contamination risk

Exymes

Exymes vs Thermo Fisher Scientific

MagMAX, PureLink, and PrepMan — the case for enzymatic extraction

	Exymes	Thermo Fisher Scientific
Extraction method	Thermophilic enzyme lysis — single tube	Magnetic bead separation or silica column with chaotropes
Extraction time	4–15 min	30–90 min depending on kit and sample type
DNA recovery	100% — no bead or column losses	Bead and column methods introduce inherent loss variability
Hazardous chemicals	None	Lysis buffers containing guanidinium; isopropanol wash steps
Equipment required	Heat block or thermocycler — standard lab equipment	Magnetic separation rack, centrifuge, or robotic liquid handler
Scalability	Single tube to 96-well; direct-to-reaction compatible	MagMAX supports automation but requires magnetic separation hardware
Storage	Room temperature stable; no flammable storage required	Solvent buffers require flammable storage; larger footprint
Sample breadth per kit	Each Exymes kit covers a broad range within its category	Many Thermo kits are narrowly defined — separate products per application
Workflow complexity	Minimal steps; closed tube minimises contamination risk	Multiple open-tube transfers; higher contamination exposure

Exymes

Exymes vs Promega

Maxwell, ReliaPrep, and Chelex — compared

	Exymes	Promega
Extraction method	Thermophilic enzyme lysis — single tube	Automated magnetic particle (Maxwell) or Chelex chelation
Extraction time	4–15 min	Maxwell: 30–40 min; Chelex: 30–60 min
DNA recovery	100% — lossless by design	Chelex: inhibitor carry-over risk; Maxwell: consistent but capital-intensive
Equipment required	Heat block or thermocycler — already in most labs	Maxwell requires a dedicated instrument representing significant capital cost
Hazardous chemicals	None	Chelex resin has disposal requirements; Maxwell buffers contain detergents
Contamination risk	Single closed tube — minimal open-tube steps	Maxwell cassette is single-use; instrument requires regular maintenance
Scalability	Single tube to 96-well; no additional instrument needed	Maxwell throughput limited by instrument capacity and cartridge cost
Forensic suitability	STR-validated; dedicated kit for differential sperm extraction	Chelex used in forensics but inhibitor risk increases with degraded samples
Cost per extraction	Low reagent cost; no capital equipment investment	Maxwell: significant instrument cost plus per-sample cartridge cost

Exymes

Exymes vs Zymo Research

Quick-DNA, Quick-RNA, and ZymoBIOMICS — where enzymatic extraction wins

	Exymes	Zymo Research
Extraction method	Thermophilic enzyme lysis — single tube	Silica column with proprietary lysis buffers
Extraction time	4–15 min	20–60 min depending on protocol and sample type
DNA recovery	100% — no column losses	Column-dependent; elution volume and wash steps affect yield
Hazardous chemicals	None	Proprietary lysis buffers; ethanol wash steps required
Microbiome work	prepGEM Bacteria covers soil, stool, water, biofilm, swabs	ZymoBIOMICS is well established in this application space
Forensic applications	Dedicated forensicGEM range with STR and differential lysis validation	No dedicated forensic product line
Storage	Room temperature stable; 2-year shelf life; very small footprint	Buffers require cool storage; larger kit footprint
Cost per extraction	Competitive; no column consumables to add per-sample cost	Column kits carry an inherent per-sample consumable cost
Dual DNA/RNA	Separate kits optimised for each nucleic acid type	Zymo offers combined Quick-DNA/RNA kits for some applications

Exymes

Why Exymes vs the alternatives?

The same enzymatic advantage applies across every competitor comparison

vs Qiagen	Qiagen column kits are the most common incumbent. The case is straightforward: 86% faster, no hazardous chemistry, no column losses, dramatically less plastic per sample. Switching risk is low. Exymes's extraction output is compatible with the same downstream assays.
vs Thermo	Thermo's bead and column kits require more infrastructure including magnetic racks, robotic liquid handlers, or centrifuges. Exymes needs only a heat block. Thermo kits are also narrowly defined per application; Exymes kits are broadly validated across sample types.
vs Promega	Promega's Maxwell is a strong automated system but requires a capital instrument investment and per-sample cartridge costs. Chelex is cheap but has well-documented inhibitor carry-over issues. Exymes delivers consistent lossless extraction without the hardware.
vs Zymo	Zymo's columns are well regarded but remain column-based with wash steps, elution volume trade-offs, and per-sample consumable costs apply. Exymes is the only enzymatic option in this comparison. Zymo has no dedicated forensic product line; Exymes does.

Exymes

Exymes extracts are PCR-ready

A meaningful advantage that reduces workflow steps for the majority of samples

Unless there are inhibitors in the original sample, Exymes enzymatic extracts are PCR-ready straight from the tube — no clean-up step, no dilution, no further purification required.

Why is this the case?

Exymes lysis uses thermophilic enzymes that act at temperature and are then denatured. There are no chaotropic salts, no detergents, and no residual organic solvents to carry over into the PCR reaction. The enzyme itself is not active at PCR temperatures.

What does this mean for the customer?

For the majority of standard sample types e.g. blood, saliva, tissue, cell culture, bacterial culture; there is no post-extraction clean-up step. The extract goes directly to PCR or qPCR. This removes an entire step from the workflow, reduces handling time, and eliminates an additional source of DNA loss.

What about inhibitors?

Sample-derived inhibitors e.g. haem from blood, humic acids from soil or stool, plant polyphenols; can still be present in the extract, just as they would be with any extraction method. For these sample types, a brief centrifuge step or a 1:5 to 1:10 dilution of the extract is typically sufficient. Ask about the sample type before advising.

How to present this in a conversation

"With our kits, unless your sample itself contains PCR inhibitors, for example: haem in blood at high concentrations or humic acids in soil; you can go straight from the extraction tube into your PCR mix. No clean-up step, no column, no dilution needed."

Exymes

The PDQeX — automated extraction and rapid purification

The instrument platform built around Exymes chemistry — with a built-in purification advantage

What is the PDQeX?

The PDQeX is a small benchtop instrument designed to automate the Exymes extraction workflow. It controls temperature, timing, and critically, includes an integrated rapid purification stage using extraction tubes.

The instrument processes samples in single-tube format, compatible with the full Exymes chemistry range. It is particularly well suited to high-throughput environments and any application where operator-to-operator consistency matters.

The extraction tube advantage

Rapid purification — no column

The PDQeX extraction tubes act as a rapid purification stage. Debris and particulates are separated from the DNA-containing fraction without a spin column, chaotropic salts, or a dedicated clean-up kit.

PCR inhibitor reduction

For sample types with known inhibitor loads e.g. soil, stool, blood at high concentration; the extraction tube stage meaningfully reduces carry-over, extending the range of samples processable without downstream dilution.

Closed system

The single-tube, closed format minimises open-tube transfers — reducing contamination risk, particularly for forensic and low-template applications.

No additional consumables

No extra columns, membranes, or wash reagents required. The extraction tube is the only consumable beyond the chemistry, which keeps cost and waste low.

Exymes

Handling common objections

Questions your customers may raise and how to respond

"We are already validated with Qiagen / Thermo / Promega."

Validation is an investment, not a permanent lock-in. Exymes kits produce equivalent or superior quality input for the same downstream assays. Many customers run a parallel comparison on a small batch first and we can provide an evaluation kit to support that.

"Is Exymes a rebrand of MicroGEM?"

No. Exymes acquired the intellectual property and product portfolio from MicroGEM following their bankruptcy. Exymes is a distinct company with new ownership (over 50% owned by employees), new management, and a new identity. The science continues and has been strengthened.

"We need kits with regulatory approval."

Exymes products are for research use only, which is the correct designation for upstream extraction chemistry. Downstream assay developers hold responsibility for their own regulatory validation. Our chemistry is actively used in forensic, clinical research, and diagnostics development contexts.

"We have concerns about supply continuity."

Manufacturing is based in a New Zealand facility in conjunction with dedicated research lab . We hold distributor stock and operate across a regional network. Framework agreements and lead-time discussions can be arranged directly.

Exymes

Section 3

Follow-Up Tools

Evaluation kit offer, post-visit email templates, and next steps

Offering an evaluation kit

We can provide evaluation kits for any product in the Exymes range. Use these steps to close the conversation and set clear expectations.

1 Read the room

If the customer has engaged with your questions and expressed a genuine problem, close with: "You seem really interested in this, is it something you would consider trialling?" Do not offer a kit to a disinterested customer.

2 Make the ask direct

"I can leave you with an evaluation kit today at no cost. All I ask is that you run it on your own samples this week and let me know how it performed" Set a specific timeframe.

3 Confirm commitment

"If the kit performs as you would expect, is this something you would consider ordering when your current kit runs out?" A soft yes here is a meaningful buying signal. A polite no saves everyone time.

4 Log it and follow up

Note the sample type, downstream assay, and which kit you left. Follow up by email within 5–7 days using the templates on the next slide.

Email follow-up after leaving an evaluation kit

Send 5–7 days after leaving the kit. Personalise the items in brackets.

Subject: Your Exymes evaluation kit: how did it go?

Hi [First name],

I hope you had a chance to try the [**product name**] kit I left with you.

You mentioned you were working with [**sample type**] and running [**downstream assay**]. I would love to hear how it performed, even a quick email with your Nanodrop or Ct results would be really helpful.

If you ran it and it worked well, the next step is to arrange a regular supply through us. If anything did not go as expected, I am happy to troubleshoot. Just reply or give me a call and if necessary, I can setup a call with the Exymes technical team.

If you have not had a chance yet, no problem, just let me know if you need more time.

Best wishes,
[Your name]
[Your contact details]

Email follow-up if no kit was left on the day

Use this when the customer expressed interest but you were not able to leave a kit.

Subject: Following up — Exymes [product name] evaluation

Hi [First name],

It was great to meet you. You mentioned you are working with [**sample type**] and that [**specific problem they mentioned**] was a genuine issue for your workflow.

I would like to send you an evaluation kit so you can see how Exymes performs on your own samples. This is at no cost, with no obligation. All I would ask is that you let me know how it went.

If you are happy to receive one, just reply with your lab address and the name to mark it to.

Best wishes,
[Your name]
[Your contact details]

Tip: Reference a specific problem the customer mentioned as it shows you were listening, not just pitching. Personalised follow-up emails have a significantly higher response rate than generic ones.

Exymes

Ready to talk?

Contact us for evaluation kits, technical support, or pricing discussions.

swickes@exymesplc.com | +44 330 220 0362 | www.exymesplc.com

Alum House, Alum Chine Road, Westbourne, Bournemouth, BH4 8DT, UK