



# Marketing Communications for science-based companies

Our services include:

Branding

Sales literature

Product launches

Direct marketing

Copywriting

Website design

Presentations

Conferences

Media relations

Public relations

Catalogues

Advertising

Sales support

Multi-media  
and CD-Roms

## What are your current marketing needs?

- Improve your lead generation
- Launch a new product
- Raise awareness or educate your market
- Reassess and give new impetus to your marketing strategy
- Improve communication with your customers
- Ensure you and your products are seen in the right place at the right time

Northbank's team of strategic consultants, scientists, copywriters and designers deliver the expertise and market knowledge you need. Whether it's in relation to advertising, marketing, or PR, we work in partnership with our clients to drive awareness and sales leads and above all, help clients to meet their business goals.

## Client experience includes:

Affymetrix  
Biacore  
Cobra Biomanufacturing  
Evotec Technologies  
Genomic Solutions  
Molecular Devices  
NextGen Sciences  
Oxford Optronix  
Peakdale Molecular  
Solexa  
Sigma-Aldrich  
Syngenta biopharma  
Tecan  
West Pharmaceutical Services

To discuss how we can help you with integrated global campaigns, regional initiatives or individual projects please contact:



**Peter Colley**

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Formerly Managing Director of Applied BioSystems, Peter drives integrated marketing programmes and branding development for product-led clients, he has an in-depth knowledge of the industry and its communication priorities.



**Sue Charles - CEO**

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With 20 years' communications experience across financial, corporate and marketing areas, and an academic background in life sciences, Sue provides clients with senior level counsel that combines strategic and creative thinking with technical and industry insight.

