

# Sheffield University Case Study

## The Challenge

Dr Andrew Fenton approached SLS to help with setting up his new lab at the University of Sheffield. The Molecular Biology and Biotechnology lab was due to be established at the Florey Institute in December 2016.

Prior to coming to Sheffield, Dr Fenton had worked at Harvard Medical School and the Centre for Bacterial Cell Biology in Newcastle.

Originally, Dr Fenton was looking for an incubator he urgently needed to start work. We arranged for the incubator to be delivered promptly after the order was sent, so that he could start setting up experiments.

## Our Approach

Our Territory Sales Manager, Natalie Ball, then worked closely with Dr Fenton to establish exactly what equipment he needed for the new lab. They had several meetings to discuss prices and the equipment needed to set up the lab.

This included:

- An incubator
- A -80°C freezer
- A centrifuge
- A class 2 hood
- A spectrophotometer
- Pipettes
- Many other general supplies



Natalie also introduced Dr Fenton to other suppliers that have more specific expertise in some of the equipment he has needed.

Having dedicated sales reps in academic institutions is one way that we ensure we stay close to our customers. We recognise that many customers, Dr Fenton included, value having a direct contact at SLS who can visit them on-site easily. He says:

*'I've really valued Natalie's willingness to chase up and find pieces of equipment and consumables, often with very specific specifications. This often works as a series of email exchanges, usually out of hours and I really appreciate this.'*

## The Results

The new lab is now up and running, and Dr Fenton is very pleased with the results:

*'SLS's customer service, searching and finding the best price on the consumables I've needed has been absolutely fantastic. Dealing with SLS has been a pleasure; they are ready to help with any inquires and are very responsive'*

The new lab will serve students and teachers at the University of Sheffield for years to come, and we're happy to have been able to help with this project.