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LIFE SCIENCES



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# Sales Resources, Tools & Collateral



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# Meet Us at We Unveil Advances in

Join the course on automation & sustainability February 5

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REQUEST A SAMPLE PACK

**Sample Tube Pack Request**

Improve sample tracking, ensure sample integrity and drive process efficiency with Azenta Sample Storage Tubes. Explore the range, and select the best tube for your workflow.

**Cryo Store Pico™**  
-190°C LN<sub>2</sub>-Based Automated Storage System

GET A DEMO

**Azenta Cryo Store Pico™**

Fit automation into any space from lab to clinic and keep samples and staff safe without exposing innocent samples to transient warming, while ensuring accurate chain of custody records.

- Automated Sample Storage Systems
- Cold Storage (Ambient to -20°C)
  - Ultra Cold Storage (ULT -80°C)
  - Cryogenic Storage (-190°C)
- Consumables & Instruments
- Sample Tubes & Instruments
  - PCR/Microplates & Instruments
  - Sample Cooling & Heating Labware
- Cryogenic Freezers, Carriers, & Thawing
- High Efficiency Cryogenic Freezers
  - Crypods & Filling Stations
  - Barkey Control Rate Thawing
- Medical Cold Storage, Transport & Warming
- Sample Informatics & LIMS

**Automated Cryogenic Storage Systems (-190°C)**

**Sample Storage: Cryogenic Temperature (-190°C) Systems**

At Azenta Life Sciences, we're fully committed to supporting your research needs by providing exceptional cryogenic storage solutions. We understand the crucial role cryogenic storage plays in maintaining the integrity and condition of cell-based materials across a wide range of research applications. We also recognize the growing demands in cryogenic workflows, which is why we're here to help.

Our Cryo Store™ LN<sub>2</sub>-based product line stands out as a best-in-class automated storage solution, offering documented sample protection, comprehensive inventory management, and an exceptional user experience. Keep users safe with automated sample handling while maintaining the highest degree of sample quality and documentation rigor.

Our latest innovation, the Cryo Store Pico™ automated cryogenic storage system, is a compact LN<sub>2</sub>-based system designed to fit seamlessly into any space from laboratories to clinics.

We'll help you plan a scalable cryogenic infrastructure with a comprehensive sample storage and management workflow that also strengthens your quality and documentation processes.

**Cryo Monitoring Portal**  
SIGN UP TODAY →

**In This Range**

- BioStore™ -190°C LN<sub>2</sub>-Based Automated Storage System
- BioStore™ -190°C LN<sub>2</sub>-Based Automated Storage System for Cryo Cassettes
- Cryo Store Pico™ -190°C LN<sub>2</sub>-Based Automated Storage System

**High Efficiency Cryogenic Freezers**

**Simple, Secure -190°C LN<sub>2</sub> Vapor Storage**

Azenta Life Sciences' range of high efficiency freezers is designed to offer innovative cryogenic solutions for life science research and therapy. Successful use of samples in the lab or clinic is the ultimate goal and cryopreservation is a critical link. Decades of experience across the cold chain, vertical integration and a commitment to quality make our unique freezers possible.

Increase capacity, improve ergonomics and stay connected with simple, secure cryo storage designed for samples by users. Azenta is committed to preserving your sample potential!

**Cryo Monitoring Portal**  
SIGN UP TODAY →

**In This Range**

- A220 & E264 High Efficiency Cryogenic Freezer
- A440 & E528 High Efficiency Cryogenic Freezer
- A700 & E840 High Efficiency Cryogenic Freezer

**Crypods & Filling Stations**

Ensure a controlled temperature for cryogenic sample handling with the LN<sub>2</sub> vapor-based CryoPod™ Carrier. Compact, lightweight, and hand-carriable, the CryoPod Carrier extends the cryogenic cold chain from freezer or dry shipper to bench and back again.

Crafted for researchers and clinicians, this portable solution safeguards the handling of temperature-sensitive biological materials in your lab or campus. With reliable cold chain management and temperature alarms, it preserves samples at ≤ -150°C for over 3 hours, ensuring their integrity during transport.

The optional automated filling station recharges the CryoPod within 10 minutes, eliminating LN<sub>2</sub> exposure and contact with dangerously cold surfaces.

**In This Range**

- CryoPod™ Carrier
- CryoPod™ LN<sub>2</sub> Filling Station



# Current Distributor Portal

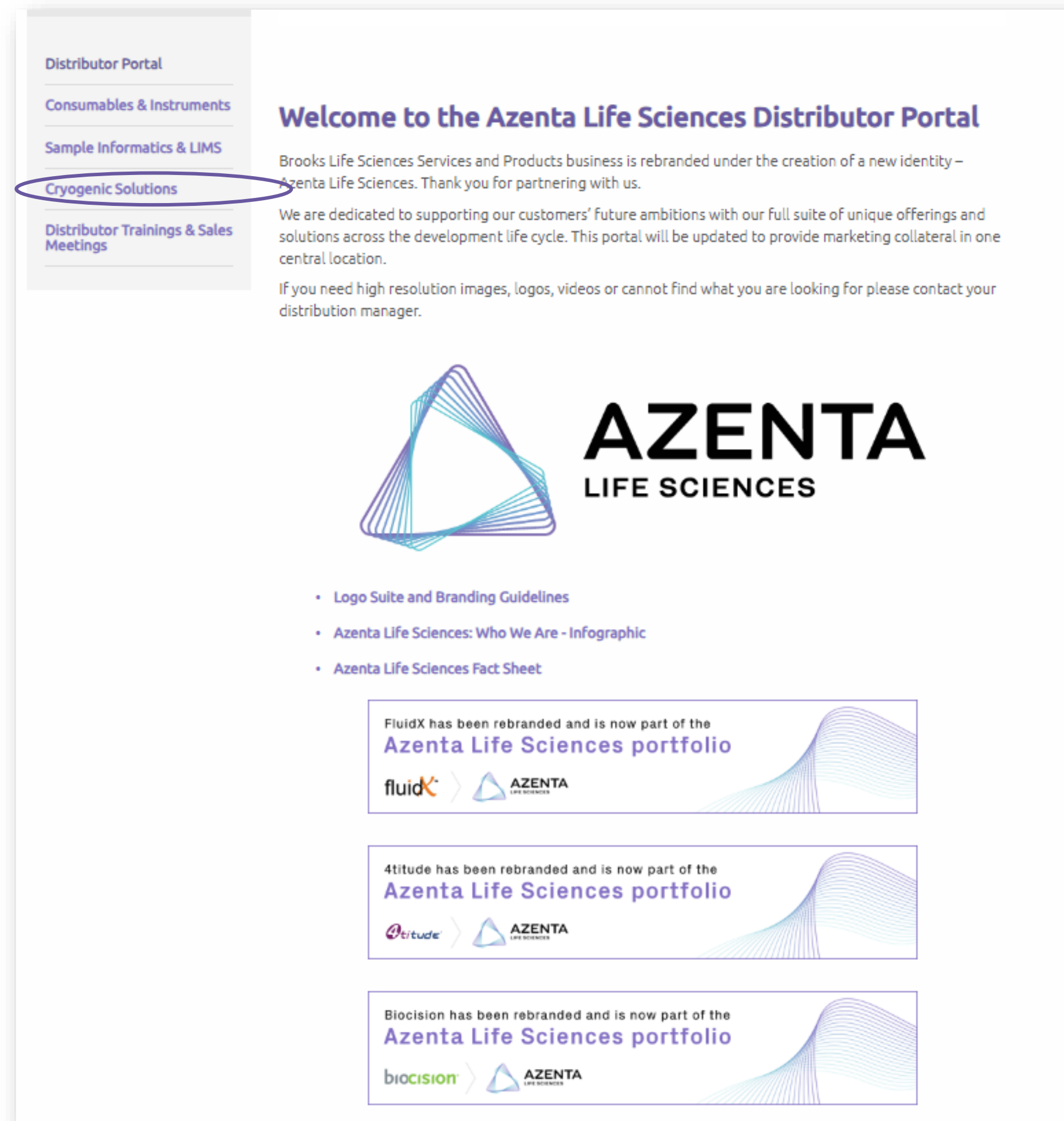
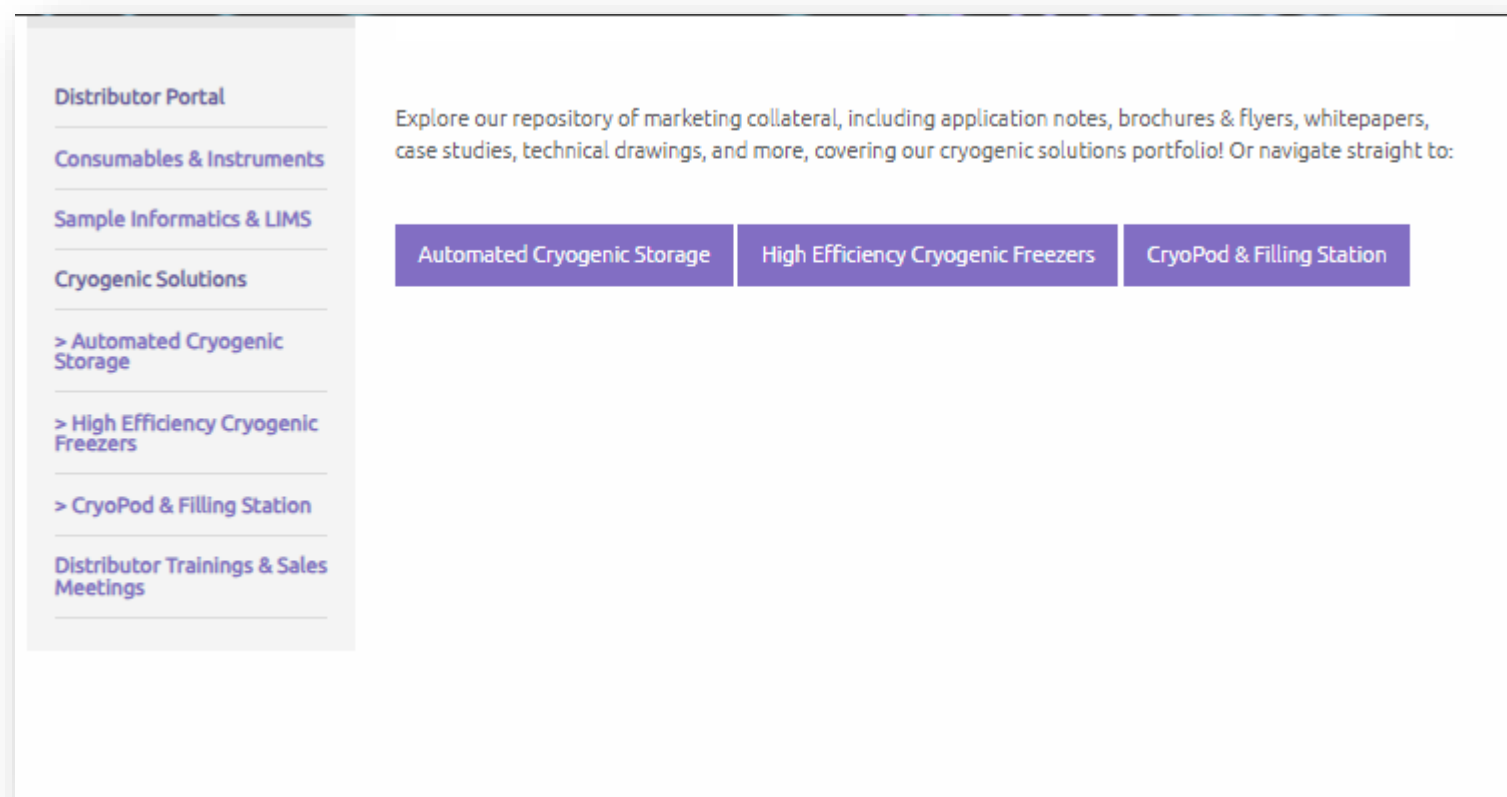


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<https://www.azenta.com/distributor-portal>

User: BLS Distributor

Password: Br<00>ksls2020





# Current Distributor Portal



## Marketing Collateral

## Brochures & Sell Sheets

## Manuals & Guides

## Publications & Posters

## Whitepapers & eBooks

## Images

## 3D Product Tour

## Training Material

Storage, Automation & Logistics

### Cryogenic Temperature (-190°C) Freezers and Sample Storage Systems

Discover the Right Freezer for Your Needs

The right cryogenic storage system can help you maintain cold chain and preserve the integrity of cell-based materials used in many research and therapy applications. Select from a range of cryogenic storage systems designed to preserve sample integrity and keep samples safe during every step of the cold chain. Long-term cryo storage requires accurate record-keeping and dependable temperature control, even during transport. Discover products that help you plan a scalable cryogenic infrastructure to maintain quality and documentation.

#### Automated Cryogenic Storage Systems

Azenta's LN<sub>2</sub>-based product line offers an exceptional automated storage solution that excels in various applications. These systems seamlessly integrate reliable sample protection, thorough inventory management, and an unparalleled user experience. The user-friendly graphical interface ensures intuitive navigation, allowing users to effortlessly handle inventory, track order history, and document temperature records.

Product	Sample Capacity	Outer Diameter	Installed Height
Cryo Store Pico™ -190°C LN <sub>2</sub> -Based Automated Storage System	2 mL Vials   8,800 50 mL Cassettes   Coming Soon	32 inch (813 mm)	95.5 inch (2426 mm)
BioStore™ -190°C LN <sub>2</sub> -Based Automated Storage System	2 mL Vials   26,600 50 mL Cassettes   760	45 inch (1143 mm)	108 inch (2743 mm)
BioStore™ -190°C LN <sub>2</sub> -Based Automated Storage System for Cryo Cassettes	2 mL Vials   63,000 50 mL Cassettes   1,680	60 inch (1524 mm)	125.1 inch (3178 mm)

Visit [azenta.com](http://azenta.com) or scan the QR code to learn more.

Storage, Automation & Logistics

### Cryogenic Temperature (-190°C) Freezers and Sample Storage Systems

#### High Efficiency Cryo Freezers

These simple and secure -190°C LN<sub>2</sub> vapor storage freezers provide full sample visibility and a touchscreen with WIFI/LAN connection, text/email alerts, cloud backup, and redundant remote monitoring. The extended height versions expand capacity.

Product	Sample Capacity	Outer Diameter
Azenta A220 and Extended Height E264 Cryo Freezers	2mL Vials   22,000-26,400 250 mL Cassettes   400-500	34.0 inch (864 mm)
Azenta A440 and Extended Height E528 Cryo Freezers	2mL Vials   44,000-52,800 250 mL Cassettes   848-1,060	45.0 inch (1143 mm)
Azenta A700 and Extended Height E840 Cryo Freezers	2mL Vials   70,000-84,000 250 mL Cassettes   1,376-1,720	55.0 inch (1397 mm)
Azenta A1000 and Extended Height E1200 Cryo Freezers	2mL Vials   106,000-127,200 250 mL Cassettes   2,032-2,540	65.0 inch (1651 mm)

#### CryoPod Carrier and LN<sub>2</sub> Filling Station

**CryoPod™ Carrier**  
The LN<sub>2</sub> vapor-based CryoPod Carrier provides a safe, portable, and trackable solution for hand carrying temperature-sensitive biological materials.

**CryoPod™ LN<sub>2</sub> Filling Station**  
The CryoPod Carrier Filling Station enables the fast and simple replenishing of the CryoPod's LN<sub>2</sub> supply in a safe, precise, and hands-free manner.

Visit [azenta.com](http://azenta.com) or scan the QR code to learn more.

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# Current Distributor Portal



- **Cryo Correct series of whitepapers**
- Best practices to stay below Tg
- Protecting innocent/non-targeted materials
- Mitigation of transient warming events
- Comparing Temperature, Time & Workflow Using Manual vs. Automated Systems

Storage, Automation & Logistics

WHITE PAPER

## Thermal Protection: Protecting Excursions Of Cryogenically Frozen Vials During Transient Warming And Best Practices To Stay Below Tg,H2o

Storage, Automation & Logistics | White Paper

### Abstract

The implementation of an effective cryogenic cold chain ensures that all samples stay safely below their glass transition temperature (Tg H2O -135°C). Often underestimated though is how quickly samples warm when removed from a cryogenic environment. By knowing thermal excursion rates and understanding transient warming events, one can implement automation devices and best practices to ensure that all samples, including innocents, stay well below Tg at all times.

This paper presents a recommended workflow based on experimental thermal excursions using the BioStore™ -190°C LN2-Based Automated Storage System and the CryoPod™ carrier.

### Introduction

Biological samples are often stored in liquid nitrogen vapor phase (LN2) to ensure their temperatures stay below -135°C, the glass transition temperature of water (Tg). It is believed that enzymatic activity ceases or is most reduced when biosamples are frozen below Tg and then remain below Tg until thawed. Thus, preserving their viability until needed.

Commercial LN2 freezers available today can store samples at -190°C, but they have no built in protection or monitoring of the thousands of innocent samples that may be exposed during routine rack pulls for storage/removal operations. Additionally, keeping the samples always below Tg when outside of the LN2 freezer (i.e. around the lab) is also important and most commercially available LN2 carriers are large, cumbersome and do not have integrated temperature monitoring while homemade LN2 carriers are often unsafe.

The BioStore and CryoPod Carrier, new technologies available from Azenta Life Sciences, allow researchers to store, retrieve, transport and work with biosamples

whilst keeping them safely below -135°C at all times, enabling a true cryogenic cold chain. This paper will discuss procedures and illustrate sample temperature throughout typical workflows.

### Materials

- Azenta BioStore -190°C LN2-Based Automated Storage System (BioStore)
- CryoPod Carrier (Fig. 1)
- Azenta 2mL cryo vials and standard 9 x 9 cryobox
- All vials filled 1mL with water
- Azenta Cryo Tube Gripper, cryogenic vial gripper
- 36 AWG Type T Thermocouples mounted midway up the water height, touching the inner vial wall
- Measurement Computing TC-Temp data acquisition unit sampling at 0.5hz using TracerDAQ software.

Figure 1

### Procedures

- Vials were stored in the BioStore and allowed to equilibrate
- They were requested using the system software
- The BioStore raised the rack and ejected the box
- The lid was removed, the vial was picked from the cryobox with the Cryo Tube Gripper and moved to the CryoPod, approximately 1 meter away
- The vial was removed from the CryoPod and exposed to ambient air and returned to the CryoPod
- The vial was returned back into the BioStore

Azenta Life Sciences 2

# Current Distributor Portal



Coming soon:

## CRYOGENIC STORAGE SOLUTIONS IN LIFE SCIENCES: A COMPREHENSIVE GUIDE FOR DECISION MAKING

Understanding Cryogenic Storage Options

Factors Influencing Storage Decisions

On-Site Cryogenic Storage

Automated Cryogenic Storage Systems

Off-Site Storage Solutions

Choosing the Right Solution

Implementing and Managing Cryogenic Storage Systems

Case Studies and Success Stories





# Building Brand Awareness



## Cryo for CGT Symposium, October 2022

<https://web.azenta.com/events/cryo-2022>

- Brought together experts from around the world together to discuss the nuances of cryogenic solutions, cold chain documentation, and thawing-- from collection to manufacturing and distribution

### Presenters included:

- Katie Pollock, Associate Director, Head of Formulation and Cryobiology, Bristol Myers Squibb
- Dr. Jason Acker, Professor, Laboratory Medicine and Pathology, University of Alberta
- Katie Pollock, Associate Director, Head of Formulation and Cryobiology, Bristol Myers Squibb
- Albert Ribickas, BMT laboratory and Patient Product Handling Team Manager, Moffitt Cancer Center
- Lizette Caballero, Associate Director, Clinical Cell Therapy Lead, Janssen
- Dawn Henke, Ph.D. Senior Scientific Program Manager, Standards Coordinating Body





# Building Brand Awareness



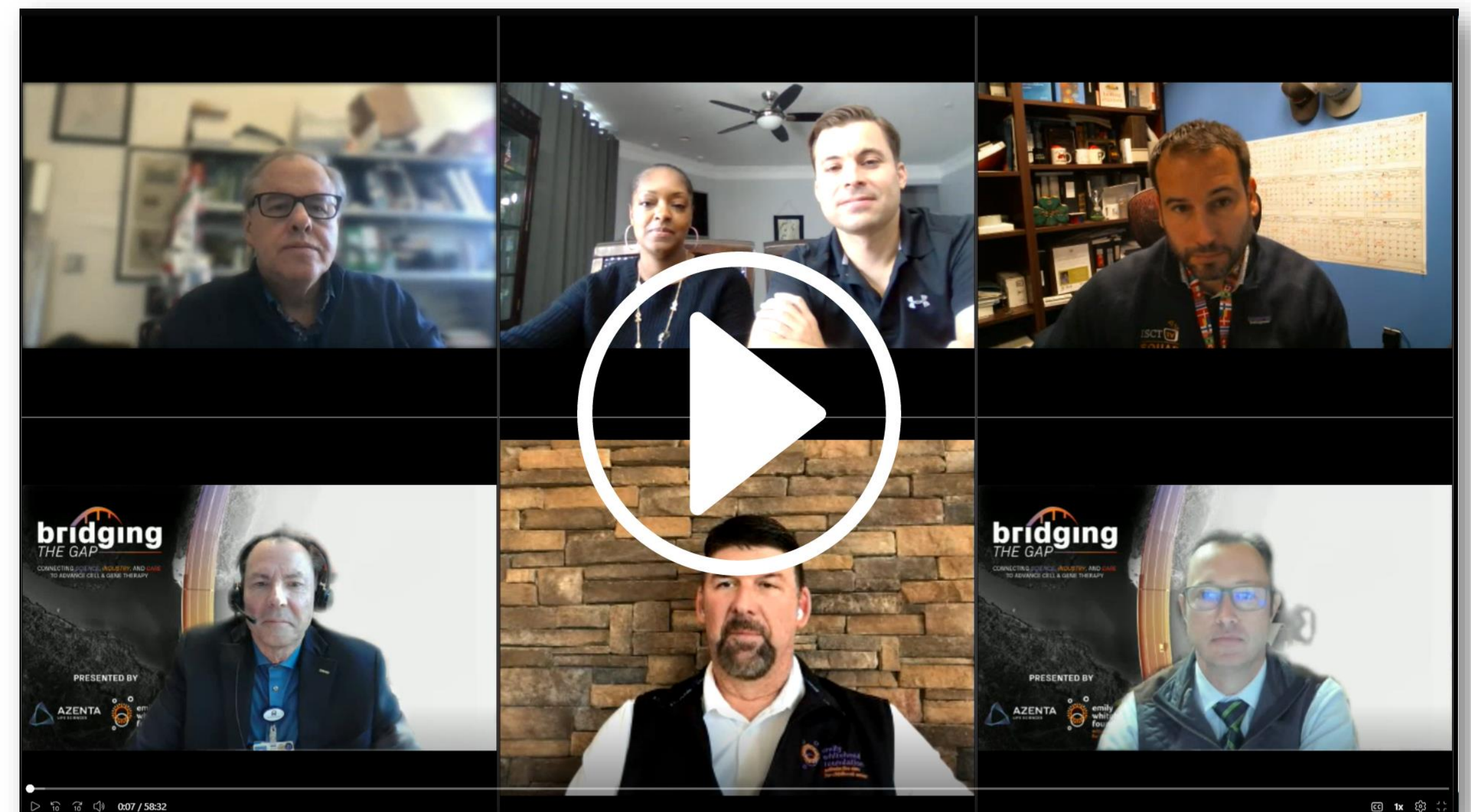
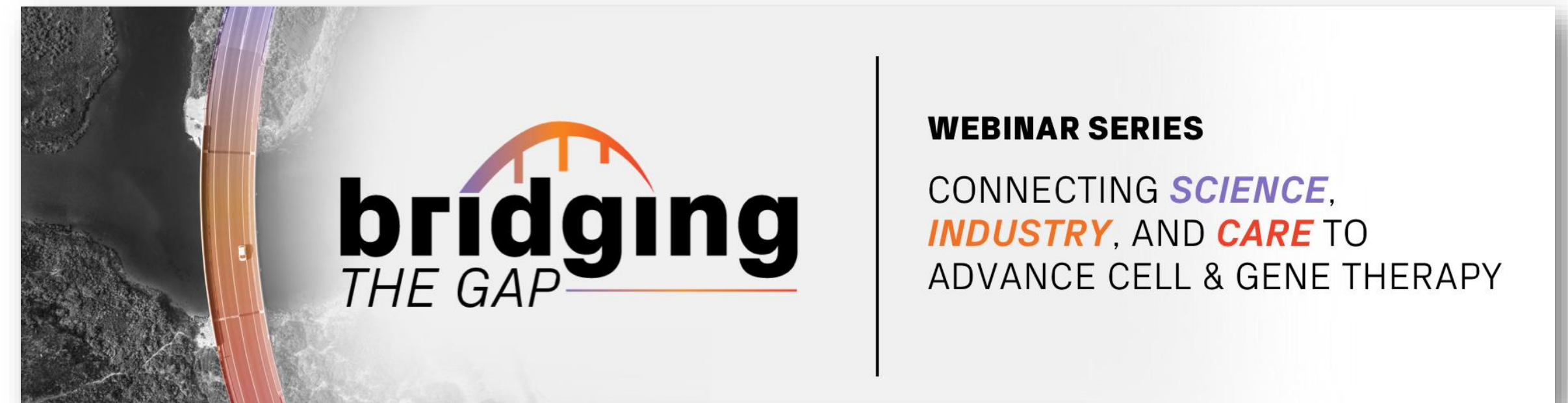
## Bridging the Gap, Webinar Series

<https://web.azenta.com/cgtwebinar>

- A monthly panel discussion on emerging topics that are changing the field of cell and gene therapy
- In partnership with the Emily Whitehead Foundation

### Guests include:

- Stephan Grupp, MD, PhD. Chief of the Cell Therapy and Transplant Section, Children's Hospital of Philadelphia (CHOP)
- Phyllis Warkentin, MD. Chief Medical Officer of FACT (Foundation for the Accreditation of Cellular Therapy)
- Bruce Levine, MD, PhD. Barbara and Edward Netter Professor in Cancer Gene Therapy, Founding Director, Clinical Cell and Vaccine Production Facility (CVPF), University of Pennsylvania





# Building Brand Awareness



## Google Adwords (PPC)

- Launched in FY23 for Cryo

PPC MQLs	Opps	Conversion Rate	Opps Amount	Opps Won #	Opps Won Amount	ROI
121	28	23%	\$3.2 million	5	\$258k	6x

- FY24 (so far)

PPC MQLs	Opps	Conversion Rate	Opps Amount	Opps Won #	Opps Won \$	ROI
25	6	24%	\$185,620	1	\$10k	1x



# Building Brand Awareness



TRADESHOWS	QTR	DATES	LOCATION	WEBSITE
Advanced Therapies Week/Phacilitate	Q2	January 16 – 19	Miami, Florida	<a href="#">Website</a>
SLAS	Q2	February 3 – 7	Boston, Massachusetts	<a href="#">Website</a>
Medlab Middle East 2024	Q2	February 5 – 8	Dubai, UAE	<a href="#">With Meslo</a>
Advanced Therapies 2024/Terrapin CGT	Q2	March 19-20	London, UK	<a href="#">Website</a>
Laborama	Q2	March 14 – 15	Brussels, Belgium	<a href="#">With Sopachem</a>
Forum Labo	Q2	March 27 – 28	Lyon, France	<a href="#">Website</a>
Molecular Med Tricon	Q2	March 26 – 28	San Diego, California	<a href="#">Website</a>
AACR (American Association of Cancer Research)	Q3	April 5 – 10	San Diego, CA	<a href="#">Website</a>
Analytica	Q3	April 9 – 12	Munich, Germany	<a href="#">Website</a>
ISBER (International Society Biological & Environmental Repositories)	Q3	April 9 – 12	Melbourne, Australia	<a href="#">Website</a>
BioIT World	Q3	April 15 – 17	Boston, MA	<a href="#">Website</a>
ASGCT (American Society of Gene & Cell Therapy)	Q3	May 7 – 11	Baltimore, Maryland	<a href="#">Website</a>
PEGS Boston GENEWIZ & Sourcing	Q3	May 13 – 17	Boston, MA	<a href="#">Website</a>
Europe BioBank Week	Q3	May 14 – 17	Vienna, Austria	<a href="#">Website</a>
ISCT (International Society for Cell & Gene Therapy)	Q3	May 29 – June 1	Vancouver, Canada	<a href="#">Website</a>
ESHG (European Society of Human Genetics)	Q3	June 1 – 4	Berlin, Germany	<a href="#">Website</a>
AACC (American Association of Clinical Chemists)	Q4	July 28 – August 1	Chicago, IL	<a href="#">Website</a>



# Tradeshaw Properties



## CRYOGENIC FREEZERS

High-efficient -190°C LN2 Vapor Storage

- Simple Controls, Secure Storage
- Increase Capacity, Improve Ergonomics
- Maintain Cold Chain, Preserve Sample Integrity

**Sample Access**  
LED Illuminated Storage | Fog Clear

**Touchscreen**  
Text | Email | WiFi | Cloud | USB

**Ergonomics**  
Folding Step  
Low Liftover Height  
Functional Handle

**Safety**  
Enclosed Cold Surfaces  
Control Plug  
Play Setup

**Optimized Design**  
Size  
Capacity  
Temperature & Liquid Level Monitoring

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## YOUR NEW PARTNER FOR PLATES, TUBES & INSTRUMENTS

- FluidX™ Sample Tubes & Instruments
- Ziath Tube & Rack Code Reading Systems
- 4titude® PCR & Microplate Solutions
- Cryogenic Storage Solutions

**Semi-Automated Handheld Capper/Decapper**

**Tube & Rack Code Reading Systems**

**FrameStar Two-Component PCR Plates**

**Hinged CryoBoxes**

**Automated Cryogenic Storage Solutions**

**High-Efficiency Cryogenic Freezers**

## CRYO STORE PICO™

Capacity 8,800 2ml vials

8 Feet Cryo that fits in your space

10 Days of emergency hold time

**AZENTA LIFE SCIENCES**

**CRYO STORE PICO™**

7'11"

4'8"

3'6"

LEARN MORE

### Storage, Automation & Logistics

#### Cryopod Carrier

- The LN2 vapor-based Cryopod™ carrier provides a safe, portable, and trackable solution for hand carrying temperature-sensitive biological materials in or around a lab or campus
- Reliably holds samples safely at -150°C or colder for up to 3 hours
- Displays and logs temperature, date, and time, plus features audible and visual alarms to warn if the temperature exceeds a user-defined range
- Compact and lightweight, and includes a handle for easy sample transport between long-term storage and the lab or workbench

Scan the QR code to learn more!

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### Automated Stores & Cryogenics

#### NEW Cryo Store Pico Automated Sample Storage

Introducing the new Cryo Store Pico™ — an automated cryogenic storage system for high value samples that fits all spaces from discovery through to clinical use.

- Fit automation into spaces with a standard 8-foot ceiling height and 32-inch doorways
- Store up to 8,800 2mL vials
- Maintain sample integrity with precise cold chain handling
- Report and control inventory data in real time
- Stay compliant by meeting sample traceability requirements

Scan the QR code to learn more!

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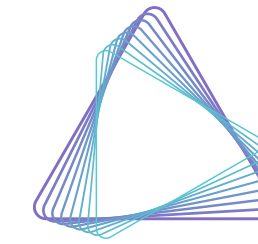


# 3D Product Tour

<https://m.kaon.com/c/za>



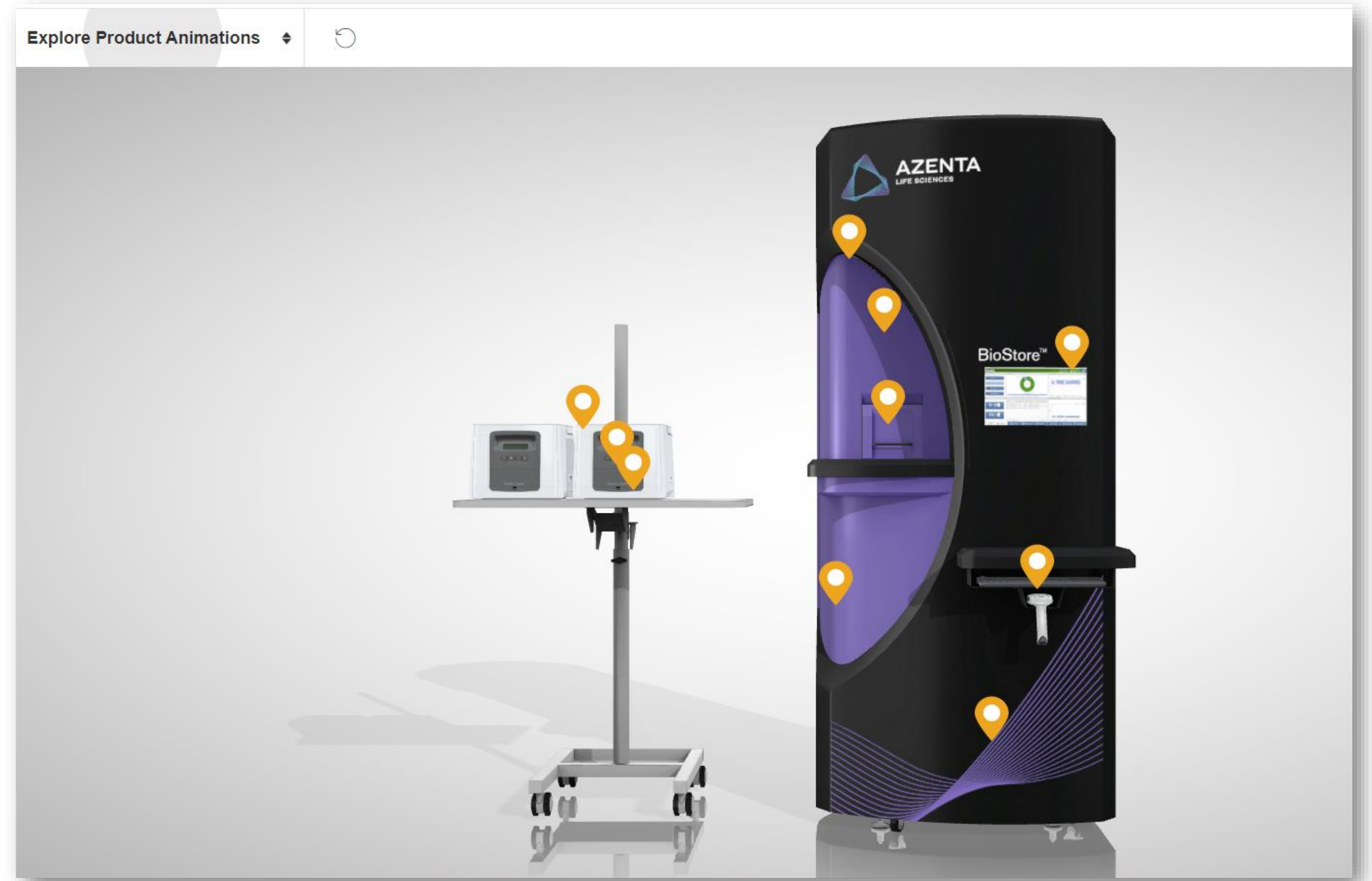
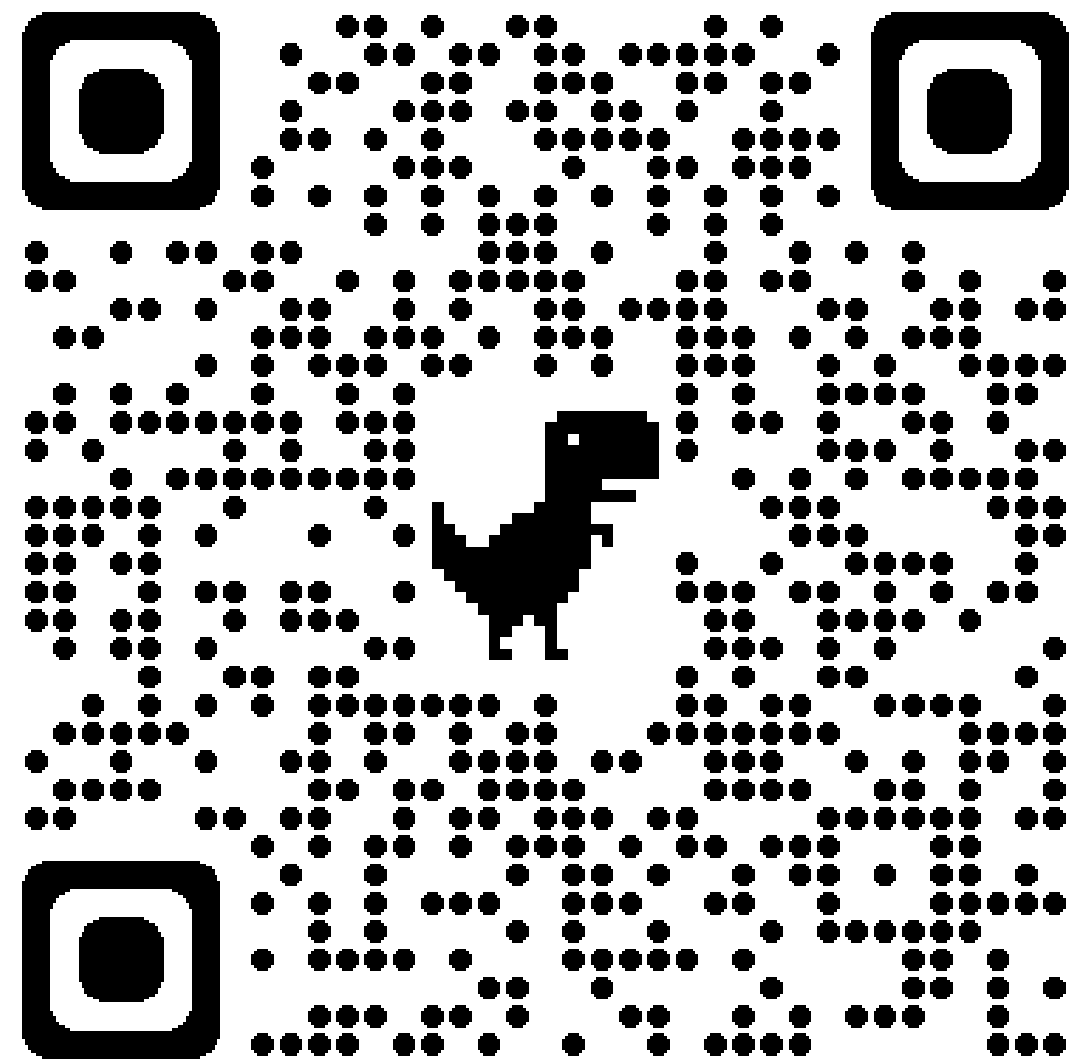
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- **Cryo Store Pico Product Tour**

- Cryo Store Pico and CryoPod
- Key product features/differentiators
- Showcase sample and retrieval process
- Software highlights



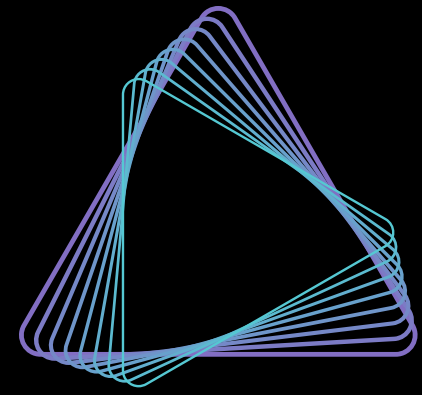


# Requests / Required Collateral & Tools



- **Access to Manchester site for customer / product demonstrations**
- **'Battle Cards' – sell against competitors**
- **Further availability of testing data to demonstrate engineered quality**
- **More case studies / success stories**





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IN SUCCESS**

**Thank you!**

