

Metrohm

Company information

- Switzerland
- Employees: 2.000
- Revenue: \$600 M USD
- Production: US (Raman)
- In 2016 Metrohm acquired Snowy Range Instruments (US company), manufacturers of applied Raman spectrometers: MIRA FAMILY

Market presence

- Global
- Many technologies, including Raman and NIR
- Defence & Security, Pharma, Environmental, Petrochem, Food/Beverage, Energy, plastics, Chemical...

Raman portfolio

- MIRA P (Pharma)
- MIRA DS (Safety & Security)

Price Range

25 – 35 k € They do direct sales and can control prices and be more competitive. Watch out!

Support/Warranty

- 1-2 years
- 24/7 Reach-back support. Local number, site

Positioning

- Showing regularly but for "low-cost" solutions
- Trying to outline themselves by creating "unique" accessories, such as the "Standoff Attachment" or the "Ball Probe Attachment", both of doubtful usability

SW/FW/libraries

- Target customers: S&S / CBRN / Pharma / Industry / Research
- Libraries: Same as 100 Indicator
- Updates/upgrades (Libraries, FW, SW): free & unlimited

Weaknesses

- Very weak performance
- Very weak laser mower output: Less than 100mW
- Rigid ergonomics
- No flexible 90⁰ free turning adaptor
 No laser Exposure Time control options

Strengths Small and light \longrightarrow Big distribution network \longrightarrow

SERS kit →

They got IP67 recently "Remote" Raman capability: up to 1,5 meters! ORS (Orbital Raster Scan)

Serstech's response

Notes:

Low weight, small dimensions. Metrohm partners distribute all Metrohm portfolio: Not so much focused on Raman handheld. We have SERS as well, much more developed. Their kit is a third-party SERS kit. IP67: We've had it from the beginning. That "remote" feature doesn't work.

ORS doesn't really help them improving their performance, especially since they have such a low laser power output and poor resolution

How Serstech wins

- Size, weight, price
- Much better performance
- Flexible (and working)
 accessories
- Better SERS kit
- Having SERSTECH as a company: Easier to reach Better and faster support Fully focused on Raman

We're not arrogant towards users

Metrohm-MIRA DS

Serstech's response Strengths

Strenaths

SERS kit

meters!

Touchscreen

 \rightarrow

Small and light

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ORS (Orbital Raster Scan)

"Remote" Raman capability: up to 1.5



Positionina

- Safety & Security version
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Price range 25 – 35 k € They do direct sales and can control prices and be more competitive. Watch out!

Weaknesses

- Very weak performance
- No laser Exposure Time control options
- Long analysis time
- Poor resolution: 11cm-1
- Very weak laser mower output: Less than 100mW
- No flexible 90° free turning adaptor
- No camera / no barcode reader
- No labelling option for measurements
- One single focal point: No Autofocus
- Problems with heterogeneous samples
- Problems with fluorescence from wall containers







- Comprehensive analysis modes

Serstech's response

- Low weight, small dimensions as well, plus better eraonomics
- Their kit is a third-party SERS kit, not their own development
- IP67: We've had it from the beginning
- That "remote" feature doesn't work.
- Not good for use with thick rubber gloves
- We have AUTOFOCUS: Much better solution than ORS. The ORS doesn't really help them improving their performance, especially since they have such a low laser power output and poor resolution

How Serstech wins

- Size, weight, price
- Much better performance
- Flexible & realistic
- accessories Better SERS kit
- ARX SharpEye & autofocus: Reduced glass fluorescence
- No sample heterogeneity issues
- Faster speed of analysis ARX device workflows:
- Simpler navigation
- Shorter time to measurement

Comments:

- Notice the similarities between Metrohm Mira device and ACE-ID. Are they still related as they were when the old Snowy Range OEM device? (TBD)
- New Serstech SharpEye lens system and the auto focus algorithms automatically adjust the focal position to where the Raman signal is the strongest. Moving the focal point and evaluating strength of the Raman response is done in milliseconds.
- Having SERSTECH as a company should be a great advantage. Better and faster support, fully focused on Raman, one device; all applications.
- AUTOFOCUS AND SHARPEYE LENS ARE UNIQUE IN THE MARKET

Metrohm-MIRA P

Metrohm

Positioning

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- Showing regularly but for "low-cost" solutions
- Trying to outline themselves by creating "unique" accessories, such as the "Standoff Attachment" or the "Ball Probe Attachment", both of doubtful usability
- IQ/OQ/PQ protocol package

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