



How can the product data of 22,000 devices be made available quickly and comfortably on a global scale?

The Enterprise Marketing Management solution using the example of BINDER GmbH

The customer

The family-run business BINDER GmbH was founded in 1983 and today is one of the world's largest specialists for simulation chambers for scientific and industrial laboratories. More than 400 employees ensure that more than 22,000 units leave the plant every year. BINDER precision products stand for the perfect simulation of biological, chemical and physical environmental conditions for a variety of industries. The product portfolio comprises incubators, ultralow temperature freezers, dynamic climate chambers and more. 80% of the revenue is generated abroad. This is why the advertising media has to be provided specifically for the European market as well as for the US, Russia and the Asian regions.

BINDER's headquarters are located in Tuttlingen, and the company has four branch offices in New York, Moscow, Hong Kong and Shanghai as well as a network of sales partners in 135 countries.


The requirements

BINDER previously published one price list per year and one product catalog in German and English every two years as well as product brochures and flyers. Until now, data storage has been redundant, error-prone, time-consuming and expensive in the absence of a central product and image database and due to the separate maintenance and updating of website and catalog data. In addition, lengthy translation processes have prevented publication in additional languages. Each print publication was carried out via manual processes and an external agency was in charge of updating the website.

This is why from now on all product information, media data and translations are to be maintained centrally before being provided across all channels in up to 12 languages – in a transparent process from one single source. This will make the international product communication not only more flexible and target-group-oriented but also much quicker.

The task

- Central acquisition, maintenance and management of the entire product knowledge and all media assets
- Largely automated production of publications with a wide range of content, languages, and images for various channels.
- Great usability for employees who aren't as technically skilled
- Simple maintenance and clear presentation of product information including simple mass processing
- Transparent depiction of workflows in the system to ensure the automatic release of a device during market launch and the termination of a product in case of discontinuation etc.
- Simple connection of translation processes
- Significant cost reduction and quicker production of publications
- Only 9 months after project start until first output



Best conditions for your success

20 15

PRICE LIST

BINDER Simulation Chambers

CO₂ incubators | Incubators | Cooling Incubators | Growth Chambers
Ultralow Temperature Freezers | Drying and Heating Ovens
Safety Drying Ovens | Vacuum Drying Ovens
Constant Climate Chambers | Alternating Climate Chambers

North American Edition


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Product group	Features	Series	Page
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CB series | CO₂ incubators with hot air sterilization and heat sterilizable CO₂ sensor

CB series | CO₂ incubators with hot air sterilization and heat sterilizable CO₂ sensor



Model CB 100

STANDARD EQUIPMENT

- Temperature range: room temperature plus 7 °C to 40 °C
- Humidity range: up to 95% RH
- Auto-sterilization with hot air at 180 °C
- Stand-alone humidification system with condensate protection
- CO₂ gas mixing jet with vented effect
- Non-sterilizable CO₂ sensor with infrared technology
- Humidity sensor with infrared technology
- Storage in order with master
- Lockable door handle
- Lighted window frame made of transparent safety glass
- Sealed, deep-drawn door stainless steel chamber
- Fully automatic, automatic door
- Units are stackable with optional stacking adapter
- Stacking adapter system with manual and audible alarm
- Computer interface Ethernet
- USB port for external storage media
- Data storage alarm contact

ONLINE DATA SHEETS

Model CB 100 Model CB 200 Model CB 210

[Model CB 100](#) [Model CB 200](#) [Model CB 210](#)

ORDERING INFORMATION

Incubator release (Date)	Voltage	Plug	Option model	Version	Art. No.	Price (€)
10 / 15.9	200...240 V ~ 50/60 Hz	F1	Standard	CB100-2000		
			with CO ₂ sensor	CB100-2000-D		
			with an elevated door	CB100-2000-E		
			with CO ₂ control and auto-sterilized inner door	CB100-2000-SD		
100...230 V ~ 50/60 Hz	F1	Standard	CB100-1000			
		with CO ₂ control	CB100-1000-D			
		with an elevated door	CB100-1000-E			
		with CO ₂ control and auto-sterilized inner door	CB100-1000-SD			
200...240 V ~ 50/60 Hz	F1	Standard	CB200-2000			
		with CO ₂ sensor	CB200-2000-D			
		with CO ₂ control and auto-sterilized inner door	CB200-2000-SD			
		Standard	CB2100-1000			
100...230 V ~ 50/60 Hz	F1	Standard	CB2100-1000			
		with CO ₂ sensor	CB2100-1000-D			
		with an elevated inner door	CB2100-1000-E			
		with CO ₂ control and auto-sterilized inner door	CB2100-1000-SD			

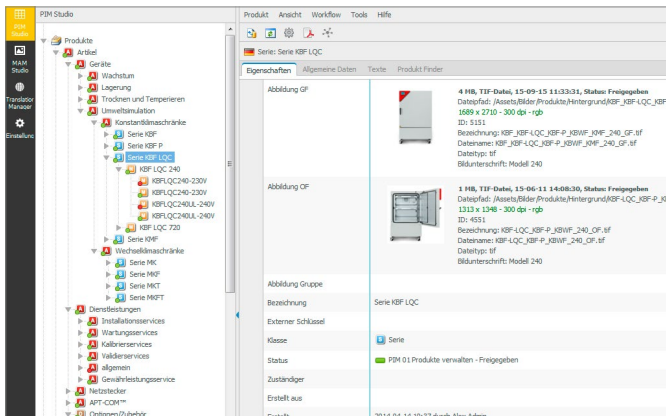
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Efficiently publish price lists and product information in 12 language variants

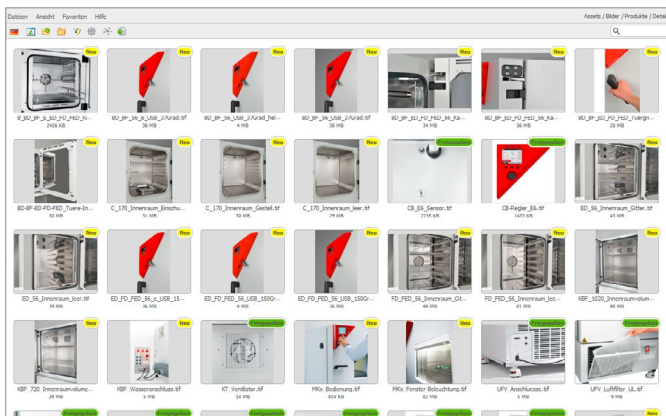


„We have been enthusiastic about the user-friendly interface of the software and CONTENTSERV's integrated approach from the very beginning.“

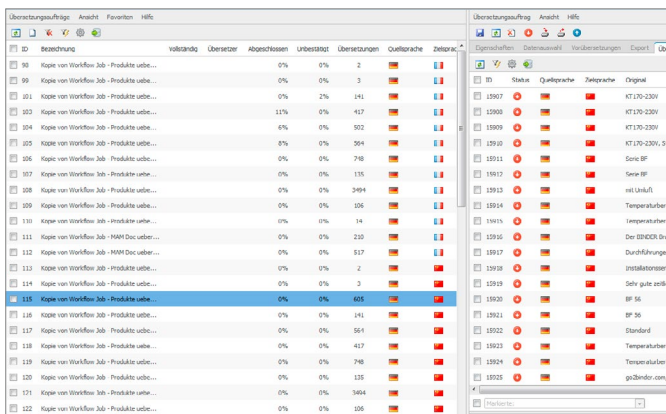
Leonie Lorenz
Product Data Manager
BINDER GmbH



Maintain and update product information for all channels in the PIM system



Seamlessly provide relevant image and media data in the MAM system



Centrally manage translation jobs in the CONTENTSERV Translation Manager

Our solution

It is BINDER's main goal to create a solid basis for a simplified, central and consistent data management. As the second step, the creation and updating of the website and multilingual high-quality print publications will be substantially simplified and largely automated.

All product know-how that is relevant to the publication is compiled only once centrally and media-neutrally in CONTENTSERV. This minimizes not only the maintenance effort but also ensures the consistency of all data across all output channels.

The CONTENTSERV MAM system is the key component for the central management of more than 2,500 media assets (images, videos and documents) and the PIM system is the central component for the standardized maintenance, updating and provision of all product data including the translations for all output channels.

The CONTENTSERV solution manages 27 product series with 87 product models and 206 model variants, as well as approximately 500 option items and accessories and 100 services in a structured manner. All product information can be enriched with marketing contents such as texts, images and downloads. The clear structure and presentation of the individual product specifications and their uncomplicated mass processing are of the utmost importance to BINDER.

CONTENTSERV's Translation Manager facilitates translation requests for publications in several languages without delay. The finished translations are then automatically assigned to the centrally-managed products. Interfaces seamlessly integrate the Trados Language Server in the CONTENTSERV workflow environment.

The CONTENTSERV Workflow Management ensures that all involved specialist departments and employees as well as external service providers always have updated information on the status of product information and on current tasks regarding the ongoing project.

From now on, the creation and updating of print publications such as catalogs and price lists will be largely automated. The PIM system will provide the content while the CONTENTSERV publication workflows will flexibly control the entire process.

Incidentally, the website that is being relaunched on basis of the CMS system ezPublish will automatically be supplied with the same central data as well.

And last but not least all channels will be supplied in up to 12 languages.

The customers' benefits

- Substantial cost reduction and quicker publication
- Low maintenance effort for product and media data
- Consistent customer approach across all output media
- Simple and efficient creation of multilingual media
- Enables individual target-oriented publication
- Quicker Time-to-Market for publications

