



## eMarketing Programs

Email marketing announcements are customized messages that are emailed to a targeted audience to announce a new product, supplier event, etc. If you want to own the spotlight and send your message to your target market, an email blast is an excellent way to capture the attention of your audience.

eMarketing announcements include a custom layout and assistance with graphic design as needed. We ensure delivery of your message by creating both an HTML and a text-only version of the email (for audience members who cannot view HTML graphics).



Inaccurate results and long test times got you down?



### New 2-minute moisture and fat test for low-moisture samples!

Vacuum ovens and thermogravimetric analyzers are time-consuming. Acid hydrolysis and Soxhlet extractions require the use of hazardous chemicals. NIR systems require costly method development and frequent calibration maintenance.

**There's a better way to get accurate fat and moisture determinations in low-moisture samples.** The new FAST Trac Moisture & Fat Analyzer brings together speed and accuracy in a new system that can reduce test times, while helping improve your process and quality control.

Using a patent-pending NMR moisture measurement technique, FAST Trac offers a fast, easy-to-use test that provides results that are comparable to standard reference methods.

#### **FAST Trac**

*Fast, Accurate Moisture and Fat Testing in Low Moisture Samples*

- 2-minute test including temperature conditioning
- More accurate than NIR
- No maintenance calibrations
- Create methods using only 3 samples
- Accurate results that are not affected by changes in additives, color, or granularity
- No hazardous chemicals
- Intuitive, easy-to-use touch screen interface

For more information on the new FAST Trac System, please contact Devin Darrell at [\(800\) 726-3331](tel:(800)726-3331) or [devin.darrell@cem.com](mailto:devin.darrell@cem.com).



See the results for yourself. Download CEM's FAST Trac Technical Notes for Pet Foods.

Once the eBlast has been deployed and the audience has been given ample time to open the message, you will be provided with complete program statistics, open rates and analysis.

### 2013 RATES & DETAILS

Contact your *Petfood Industry* sales professional for pricing information. Additional costs may be incurred for graphic design services.