

The need to include new products in a long-established catalogue offered an opportunity to optimise the structure, refine the text, and introduce enhancements to both the printed and PDF versions.

## Thermal Desorption Tubes, Accessories & Spares



This edition represented a gradual evolution of the product offering from a long-established brand, and so did not warrant a complete design overhaul. Nevertheless, within this framework there remained plenty of scope for improvements to the structure and functionality.

Well over 300 products had to be included in this edition, which required a thorough understanding of their uses and compatibility with each other, in order to present a coherent offering – aspects that I was well-placed to assist with.

The use of a solid purple background and a panel of four images matches the cover design used in previous editions, aiding recognition amongst existing customers.

## Sorbent tubes and cold traps

Unmatched product range, with expert advice from the world's leading TD supplier

### Product highlights

- Unrivalled range of tube types and sorbent options
- Quality assured – each tube individually checked
- Sophisticated tube labels as standard
- Fast delivery and competitive prices
- Quality-assured cold traps



Contact Markes International for expert advice

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I used my understanding of the way the products were deployed to advise on how best to group them into sections, with each one having a title page in the same style.

A benefit-led subtitle and a short list of product highlights help to get across the key points concisely.

Throughout the catalogue, I ensured that ordering information was prominent, by placing contact details on these title pages as well as in the body-page footers (see next panel).

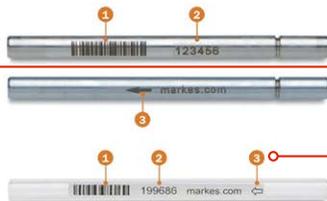
I advised on the content of each section so that the title pages always fell on the right-hand-side of a double spread, for consistency and visual impact in the printed version.

## Sorbent tube labelling

### Standard features

All Markes International's tubes are permanently labelled with a **unique ID number, in clear barcode (1) and numerical formats (2)**, to help you keep track of samples and tube stock. The barcodes reduce errors and minimise time-consuming manual data entry. See below for Markes' recommended barcode reader.

Each tube also features a **sampling arrow (3)** indicating the direction of the air/gas sampling flow to aid field monitoring.



### Special labelling options

You can specify up to 10 additional **alphanumeric characters (4)** to be etched on Markes International's stainless steel tubes – for example, to identify the sorbent, maximum temperature or company name. Just include clear details of your requirements with your order.

Stainless steel tubes can also be etched with up to five **permanent black bands (5)**, for rapid visual identification of sorbent type or project ID. Just send us your banding requirements with your order, or contact us with any questions.



### Barcode reader for sorbent tubes

Markes International supplies a barcode reader for accurate and reliable reading of barcodes on Markes' metal and glass sorbent tubes.



**i** For ultimate control of information relating to tubes and samples, use Markes' TubeTAG system. See page 15 for details.

Description	Part number
Corded barcode reader For at-PC use; available USB port required. Not available in the USA.	C-BCR

For more information on any of Markes International's sorbent tube labelling options, just contact a technical specialist for expert advice.

Some of the text had already been optimised in previous editions, but there were many additions and edits to be made. In those cases, I ensured that the same gently promotional but matter-of-fact language style was used.

To avoid the need for cumbersome captions and minimise the amount of text on the page, I used a simple in-line numbering scheme for these image labels.

I added clickable cross-references liberally throughout the catalogue to make it easy for readers to find related products.

In keeping with the brand guidelines, I used orange as a complementary colour, particularly to emphasise calls to action.

## Caps

### Long-term storage caps

Markes International's precision-engineered long-term storage caps meet stringent cleanliness

specifications and tight manufacturing tolerances.

They are recommended by international standard methods and are independently validated for long-term sample storage (up to 27 months).

They are available in brass or aluminium, and should be used with a combined PTFE ferrule (1/4" or 6 mm i.d. as required).



Description	Part number
<a href="#">Standard 1/4" brass and aluminium long-term storage caps for industry-standard tubes (stainless steel or glass)</a>	
Cap, storage, brass, 1/4" & PTFE ferrule, pk 10	C-CF010
Cap, storage, brass, 1/4" & PTFE ferrule, pk 20	C-CF020
Cap, storage, brass, 1/4" & PTFE ferrule, pk 100	C-CF100
Cap, storage, brass, 1/4" & PTFE ferrule, pk 200	C-CF200
Cap, storage, aluminium, 1/4" & PTFE ferrule, pk 20	C-CFA20
Cap, storage, aluminium, 1/4" & PTFE ferrule, pk 200	C-CFA200
Ferrule, 1/4", combined PTFE, pk 20	C-FP020
Ferrule, 1/4", combined PTFE, pk 200	C-FP200

[6 mm brass long-term storage caps for 6 mm stainless steel tubes or glass tubes with 6 mm o.d. ends](#)

Cap, storage, brass, 6 mm & PTFE ferrule, pk 10	C-CF010-XZ
Cap, storage, brass, 6 mm & PTFE ferrule, pk 20	C-CF020-XZ
Cap, storage, brass, 6 mm & PTFE ferrule, pk 100	C-CF100-XZ
Cap, storage, brass, 6 mm & PTFE ferrule, pk 200	C-CF200-XZ
Ferrule, 6 mm, combined PTFE, pk 20	C-FP020-XZ
Ferrule, 6 mm, combined PTFE, pk 200	C-FP200-XZ

**i** See page 16 for storage caps compatible with TubeTAG.

### DiffLok™ caps

The patented diffusion-locking technology used in DiffLok caps preserves sample integrity by preventing both analyte loss and artefact ingress, while still allowing analytes to be released into the TD instrument when pressure is applied.



Unique to Markes, DiffLok caps simply push on to the ends of tubes and ensure reproducible results during analysis on the ULTRA-xr and TD100-xr autosamplers.

DiffLok caps are available for 1/4" and 6 mm o.d. tubes and are available in stainless and inert-coated steel.

Description	Part number
Cap, DiffLok, stainless steel, 1/4", pk 10	C-DL010
Cap, DiffLok, stainless steel, 1/4", pk 100	C-DL100
Cap, DiffLok, inert, 1/4", pk 10	C-DLS10
Cap, DiffLok, inert, 1/4", pk 100	C-DLS100
Cap, DiffLok (one stainless steel, one inert), 1/4", pk 10 pairs	C-DLP10
Cap, DiffLok (one stainless steel, one inert), 1/4", pk 100 pairs	C-DLP100
Cap, DiffLok (one stainless steel, one inert), 6 mm, pk 10 pairs	C-DLP10-XZ
Cap, DiffLok (one stainless steel, one inert), 6 mm, pk 100 pairs	C-DLP100-XZ
O-Ring, low-emission, pk 10 (replacements for 1/4" DiffLok caps)	U-COV10
O-Ring, low-emission, pk 100 (replacements for 1/4" DiffLok caps)	U-COV100
O-Ring, low-emission, pk 10 (replacements for 6 mm DiffLok caps)	U-COV45
O-Ring, low-emission, pk 100 (replacements for 6 mm DiffLok caps)	U-COV450

### Short-term storage caps

Aluminium push-on caps with O-ring seals are convenient for short-term storage of cleaned or sampled 1/4" tubes.



Description	Part number
Cap, push-on, aluminium, 1/4", pk 20	C-AC020
Cap, push-on, aluminium, 1/4", pk 200	C-AC200

I took care to ensure that all trademarks were listed at the back of the catalogue).

The majority of the company's products had recent high-quality studio photography, but in the few cases where only older images were available, I was able to perform any necessary cut-outs or image adjustments myself.

Because I had control over the entire layout, I was able to adjust the text and images where needed so that it all fitted on the page. This efficient workflow helped to streamline delivery, especially during the proof-correction stage.

## Markes' general TD starter kits

Two economical general-purpose starter kits (with 3½" tubes) and a booster pack are available for users of Markes' tube-based TD systems.

Description	Part number
Essential TD starter kit	C-TDKIT-01
Essential automated TD starter kit	C-TDKIT-02
Automated TD booster pack	U-ULKIT

The **Essential TD starter kit** is suitable for users of UNITY-xr systems, and contains:

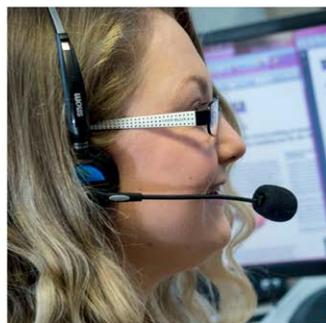
Sorbent tube, Tenax TA, stainless steel, conditioned and capped, pk 10 <i>Suitable for pumped sampling of VOCs from C<sub>6</sub> to C<sub>30</sub></i>	C1-AAXX-5003
CapLok tool for capping and uncapping ¼" brass storage caps	C-CPLKOK
Cold trap, 'General-purpose carbon' <i>Compatible with the simultaneous analysis of analytes from C<sub>4,6</sub> to C<sub>30,32</sub></i>	U-T11GPC-2S
Quick-seal column connector, pk 10	C-QSC10
Check-standard (BTX, IBMA and dioctyl phthalate), 90 ng/µL (nominal), Tenax TA, pk 10	C-CHK10

The **Essential automated TD starter kit** is suitable for users of UNITY-ULTRA-xr or TD100-xr systems. It contains all the components of the Essential TD starter kit, plus the additional caps and O-rings needed to allow automated analysis of up to 100 tubes:<sup>1</sup>

Sorbent tube, Tenax TA, stainless steel, conditioned and capped, pk 10 <i>Suitable for pumped sampling of VOCs from C<sub>6</sub> to C<sub>30</sub></i>	C1-AAXX-5003
CapLok tool for capping and uncapping ¼" brass storage caps	C-CPLKOK
Cold trap, 'General-purpose carbon' <i>Compatible with the simultaneous analysis of analytes from C<sub>4,6</sub> to C<sub>30,32</sub></i>	U-T11GPC-2S
Quick-seal column connector, pk 10	C-QSC10
Check-standard (BTX, IBMA and dioctyl phthalate), 90 ng/µL (nominal), Tenax TA, pk 10	C-CHK10
Cap, DiffLok, stainless steel, ¼", 1.6 × pk 100	1.6 × C-DL100
O-Ring, size 007, pk 10 <i>For ULTRA 2/ULTRA-xr tube receiver</i>	U-COV07
O-Ring, size 010, pk 10 <i>For tube interface seal</i>	U-COV10

The **Automated TD booster pack** is suitable for users of UNITY-ULTRA-xr or TD100-xr systems not requiring all the components of the Essential automated TD starter kit. It contains just the additional caps and O-rings needed to allow automated analysis of up to 100 tubes:<sup>1</sup>

Cap, DiffLok, stainless steel, ¼", 1.6 × pk 100	1.6 × C-DL100
O-Ring, size 007, pk 10 <i>For ULTRA 2/ULTRA-xr tube receiver</i>	U-COV07
O-Ring, size 010, pk 10 <i>For tube interface seal</i>	U-COV10



To order any of Markes' kits, simply telephone or send an email.

Throughout the catalogue, distinctive tables in the brand colour draw attention to the descriptions of the main products and their part numbers.

When listing the components of product kits, I used a plain table style to indicate visually that these were separate from the main product listings.

In some cases I lightly edited the product descriptions (in consultation with the product specialists) so they were consistent and easy to compare with each other.

1. All automated TD systems from Markes International are supplied with 40 DiffLok caps, enabling analysis of up to 20 tubes.

**Index**

Where a component with a main entry is also mentioned elsewhere, the main entry is underlined.

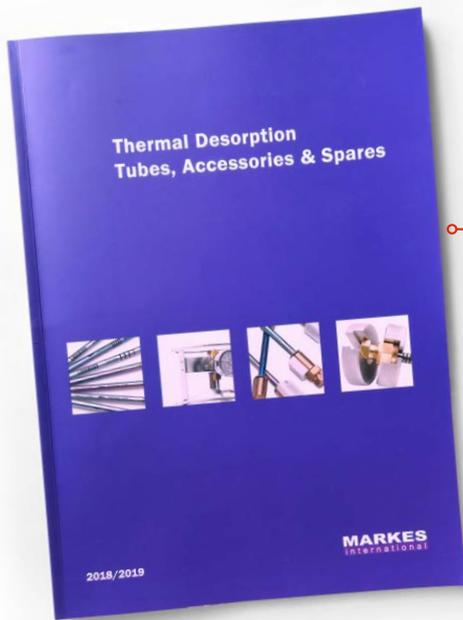
Accessory pack, Easy-VOC.....	24	Carrier gas purifiers.....	59
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I set up an automatically-generated product index, to ensure an error-free listing with the benefit of clickable page references. A similar process was used to generate a part-number index.

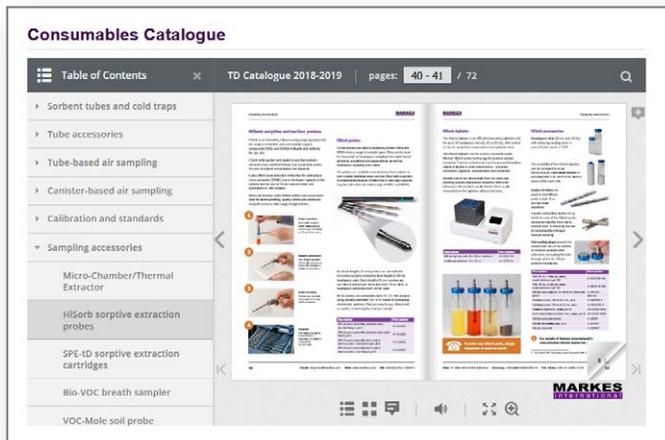
I devised a method that enabled multiple descriptions of the same product to be listed automatically, even when the exact form of words did not appear in the text itself.

Diligent construction of the document made it easy to indicate (with an underline) the pages containing the main entry for a product.

A complex document such as this naturally required a highly organised approach. My careful version control and experience with handling proof-corrections meant that the entire process of writing, typesetting and revision was as smooth as possible.



The finished printed catalogue was immediately circulated through the usual channels. In addition to raising the profile of the brand, it was valued by customers as a comprehensive reference point, and by salespeople for facilitating cross-selling of the company's product range.



In addition, the final PDF was made available online, enabling it to reach the widest possible audience.