

# Non-affiliated Brands Guidelines



## Your Trusted Lab Partner Since 1984

Over 35 years of sophisticated design and exceptional service have made Labnet centrifuges, agitators, incubators, liquid handling, and electrophoresis products the lab standard.

Founded in 1984, Labnet started with the mission of supplying high quality, utility, and value products to bioscience research laboratories.

Today, Labnet is part of the Corning Life Sciences division and is a leading worldwide supplier in many core product areas: centrifugation, liquid handling, shakers and rockers, constant temperature equipment, and laboratory plastics. Labnet brands such as Spectrafuge™, BioPette™, Enduro™, AccuBlock™, and MultiGene™ are recognized internationally as reliable and effective bioresearch tools.

**Pantone 308 C**  
100C 10M 0Y 52K  
OR 88G 124B  
#00587C

**Pantone Cool Grey 9 C**  
0C 0M 0Y 65K  
118R 120G 122B  
#76787a

**Black**  
0C 0M 0Y 100K  
OR 0G 0B  
#000000

**Labnet second color**  
70C 15M 35Y 0K  
60R 155G 160B  
#3c9ba0

**Primary font**  
Corning Sans,  
TheSans C4s

**Secondary font**  
Arial



## Manufacturer of Disposable Plastic Liquid Handling Products

Originally located in Salt Lake City, Utah, it was founded in 1981 as Multi Technology, Inc.

In 1991, Multi joined the Sorenson group of companies. Headed by entrepreneur and medical products pioneer James L. Sorenson, Sorenson BioScience continued a tradition of innovation focusing on producing high quality liquid handling tools – especially for molecular biology. Today, Sorenson products are used in research labs worldwide and include pipet tips, PCR products, microcentrifuge tubes, MultiFlex™ gel loading tips, and the OneTouch™ tips.

**Pantone 549 CVC**  
70C 25M 20Y 0K  
71R 153G 186B  
#4799ba

**Black**  
0C 0M 0Y 100K  
0R 0G 0B  
#000000

**Primary font**  
Corning Sans, TheSans C4s

**Secondary font**  
Myriad Pro



## Over 35 Years of Experience in Design and Production of Liquid Handling Equipment

Corning HTL SA is a modern, expanding enterprise that is part of Corning Incorporated. HTL has its own product development department and an experienced, highly qualified staff and uses established production and management standards to deliver products of the highest quality to the global market.

HTL is a supplier of liquid handling equipment such as single- and multi-channel pipettors and pipet controllers.

**Pantone 485 CV**  
0C 100M 100Y 0K  
0R 88G 124B  
#e40520

**Black**  
0C 0M 0Y 100K  
0R 0G 0B  
#000000

**Primary font**  
TheSans C4s, Corning Sans

**Secondary font**  
Myriad Pro

# Corning Brand Center

If you have an questions, please refer to the Corning resources available in the [Corning Brand Center](#).

- ▶ [Brand voice](#)
- ▶ [Logo](#)
- ▶ [Iconography](#)
- ▶ [Typography](#)
- ▶ [Trademarks and Copyrights](#)

## File naming

See also the current list of names in Excel file [CLS Literature Codes - Non-affiliated-brands](#).

CLSLN-XX-1000 - Labnet  
CLSSR-XX-1000 - Sorenson  
CLSHTL-XX-1000 - HTL

CLSSR-EQ-1000 – sell sheets  
CLSSR-AN-1000DOC REV# – manuals, guidelines/instructions for use  
CLSSR-CI-1000 – case inserts  
CLSSR-XX-1000 – others

The numbers will be sequential, based on the Literature Code Excel file,  
and if updated it would contain a REV#.


e.g.,

CLSSR-EQ-1000  
CLSSR-EQ-1001 REV1

# Labnet Sell Sheet – Example

All Labnet sell sheets must be consistent with Corning branding. If any questions, please refer to the Corning materials and resources available in the [Corning Brand Center](#).

**NOTE:** Names such as: Scientific Support, Service Center, Customer Service, etc. are written without “Corning”.




## Labnet Enduro™ GDS II Gel Documentation Systems (GDS II and GDS Touch II)

ENDURO GDS II and GDS Touch II are the next generation gel documentation systems available in Labnet brand.


These gel documentation systems are used for visualization of DNA and protein stained within a gel and provide photo documentation of these gels in a laboratory setting.

**Features**

- Region of interest function allows optimal exposure in less than 30 seconds. No more multiple exposures to get good images.
- Transilluminator good for 30,000 hours so there is no longer a need to buy replacement UV bulbs.
- 16 bit .tiff files ideal for publication.
- Included fully featured qualitative software is ideal for creating publication and notebook quality images.



470 nm Epi Blue light  
ideal for DNA “safe dyes”  
(GDS II only)



Maximize valuable lab space with small footprint and storage area on top




**Applications**

- Visible protein stains like Coomassie blue or silver stain
- Designed for DNA: Ethidium bromide, safe DNA dyes such as GelGreen® and SYBR™ safe

**Labnet Enduro™ GDS II**

- UV 302 or 365 nm
- Epi White
- Image Resolution: 3.2 MP
- Field of View: 15 x 20 cm
- Runs on Windows® 10 or Windows 7-based PC or newer (not included)

**Labnet Enduro GDS Touch II**

- UV 302 or 365 nm
- Epi White, Epi Blue
- Image Resolution: 3.2 MP
- Field of View: 15 x 20 cm
- Runs on a Windows 10-based Tablet (built-on)

**Ordering Information**

Cat. No.	Description
GDS2-1302	Enduro GDS II with 302 nm UV
GDS2-1365	Enduro GDS II with 365 nm UV
GDS2-1302	Enduro GDS Touch II with 302 nm UV
GDS2-1365	Enduro GDS Touch II with 365 nm UV

**Accessories**

Cat. No.	Description
GDS-TL1D-1	Total Lab 1D single user license for quantitative analysis
GDS2-GCS	Gel cutting surface
GDS2-OG	Orange goggles to visualize bands for cutting with blue light
GDS2-WLCS	White light conversion screen
GDS2-BLCS	Blue light conversion screen
GDS-12021	Mitsubishi P-95DW thermal printer
GDS-12022	High gloss thermal paper
GDS2-USBS	USB splitter
GDS2-USBMK	USB mouse/keyboard




www.labnetlink.com

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# Labnet Manuals – Examples


All Labnet manuals must be consistent with Corning branding. If any questions, please refer to the Corning materials and resources available in the [Corning Brand Center](#).



## Labnet Enduro™ GDS II and Enduro GDS Touch II Gel Documentation System

Instruction Manual

**Catalog Numbers:**  
 GDS2-1302  
 GDS2-1365  
 GDST2-1302  
 GDST2-1365



### 3.0 Specifications

Labnet System	Labnet Enduro™ GDS II Gel Documentation System	Labnet Enduro GDS Touch II Gel Documentation System
Camera	3.2 MP image resolution	3.2 MP image resolution
Lens	f/1.8	f/1.8
Light Sources	<ul style="list-style-type: none"> <li>▶ Epi White</li> <li>▶ 302 or 365 nm Transilluminator</li> </ul>	<ul style="list-style-type: none"> <li>▶ Epi White</li> <li>▶ 302 or 365 nm Transilluminator</li> <li>▶ Epi Blue</li> </ul>
Trans White Light Illumination Tray	Optional	Optional
Field of View	15 x 20 cm	15 x 20 cm
Cabinet	<ul style="list-style-type: none"> <li>▶ Door sensor to prevent accidental exposure to UV; automatically shuts off UV light when door is open</li> <li>▶ Safety override, enabling band cutting on the UV transilluminator with automatic turn off after 5 minutes</li> </ul>	<ul style="list-style-type: none"> <li>▶ Door sensor to prevent accidental exposure to UV; automatically shuts off UV light when door is open</li> <li>▶ Safety override, enabling band cutting on the UV transilluminator with automatic turn off after 5 minutes</li> </ul>
Emission Filter	590 nm	590 nm
3-position Filter Slider	No	Yes
Certifications	CE, cTUVus	CE, cTUVus
Product Footprint	12" x 15" (30.48 x 38.1 cm)	12" x 15" (30.48 x 38.1 cm)
Computer	<ul style="list-style-type: none"> <li>▶ Operating system: Windows® 7 1 gigahertz (GHz) or faster 32-bit (x86) or 64-bit (x64) processor (Intel), 2 gigabyte (GB) RAM (32-bit) or 4 GB RAM (64-bit), 16 GB available hard disk space (32-bit) or 20 GB (64-bit)</li> <li>▶ Operating system: Windows® 10 Processor: 1 gigahertz (GHz) or faster processor (Intel), RAM: 2 gigabyte (GB) for 32-bit or 4 GB for 64-bit, Hard disk space: 16 GB for 32-bit OS 20 GB for 64-bit OS</li> <li>▶ Minimum hardware requirements: 1.4 GHz processor speed, 2 GB RAM, 16 GB free hard disk space, 2 USBs (camera and printer)</li> </ul>	Tablet included: Windows 10 tablet computer enables compatibility with existing networks, as well as easy setup <ul style="list-style-type: none"> <li>▶ Bluetooth and wireless compatible, or USB to LAN compatible</li> <li>▶ 10.1" touch screen</li> <li>▶ 2 GB of storage for short-term data saving</li> </ul>

### 4.0 System Placement

Please make sure the system is located away from regular exposure to water, solvents, or corrosive material. Place on a flat and stable surface with 10 cm clearance on all sides, including the top, to allow sufficient air flow.

The system is intended for indoor use with the following ambient conditions:

- a. Altitude up to 2,000 m
- b. Temperature 5°C to 40°C
- c. Maximum relative humidity 80% for temperatures up to 31°C decreasing linearly to 50% relative humidity at 40°C

The system should be placed away from interfering electrical signals and magnetic fields. If possible, a dedicated electrical outlet should be used to eliminate electrical interference from other instrumentation in your laboratory.

Visit [www.labnetlink.com](http://www.labnetlink.com) for additional product and technical information.

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# Sorenson Sell Sheet – Example

All Sorenson sell sheets must be consistent with Corning branding. If any questions, please refer to the Corning materials and resources available in the [Corning Brand Center](#).

**NOTE:** Names such as: Scientific Support, Service Center, Customer Service, etc. are written without “Corning”.



## Sorenson™ OneTouch™ Single- and Multi-channel Pipettors

Available in single-, 8-, and 12-channel configurations, all OneTouch pipettors feature smooth plunger movement and low pipetting forces. Volume can be set by turning either the thumb wheel or the plunger button. The OneTouch pipettors have been designed to maintain their calibration even after repeated use and autoclaving.

A calibration key is included with each pipettor for easy in-house calibration.





### Features

- ▶ Factory-calibrated to strict ISO 8655 standards
- ▶ 3-year warranty
- ▶ Fully autoclavable and UV-resistant
- ▶ Designed for universal fit with all common brands of pipet tips
- ▶ Adjustable tip ejector





### Complementary Products

#### Sorenson™ OneTouch™ Tips




Cat. No.	Description	Quantity
10300	20 µL tip with graduations	96/rack, 960/pack, 4,800/case
10310	20 µL tip with graduations, sterile	96/rack, 960/pack, 4,800/case
10320	20 µL barrier tip, with graduations, sterile	96/rack, 960/pack, 4,800/case
10330	200 µL tip, with graduations (up to 330 µL volume)	96/rack, 960/pack, 4,800/case
10340	200 µL tip, with graduations (up to 330 µL volume), sterile	96/rack, 960/pack, 4,800/case
10350	200 µL barrier tip, with graduations (up to 330 µL volume), sterile	96/rack, 960/pack, 4,800/case
10360	1,000 µL extended length, with graduations (up to 1,250 µL volume)	96/rack, 960/pack, 3,840/case
10370	1,000 µL extended length, with graduations (up to 1,250 µL volume), sterile	96/rack, 960/pack, 3,840/case
10380	1,000 µL extended length, barrier, with graduations (up to 1,250 µL volume), sterile	96/rack, 960/pack, 3,840/case

#### Sorenson MultiGuard™ Barrier Pipet Tips



Cat. No.	Description	Quantity
38000	10 µL LongReach barrier tip, with graduations, sterile	96/rack, 960/pack, 4,800/case
38000T	10 µL LongReach barrier tip, low binding, with graduations, sterile	96/rack, 960/pack, 4,800/case
14210	20 µL barrier tip, no graduations, sterile	96/rack, 960/pack, 4,800/case
14210T	20 µL barrier tip, low binding, no graduations, sterile	96/rack, 960/pack, 4,800/case
36060	100 µL barrier tip, no graduations, sterile	96/rack, 960/pack, 4,800/case
36060T	100 µL barrier tip, low binding, no graduations, sterile	96/rack, 960/pack, 4,800/case
30550	200 µL NX barrier tip, with graduations, sterile	96/rack, 960/pack, 4,800/case
30550T	200 µL NX barrier tip, low binding, with graduations, sterile	96/rack, 960/pack, 4,800/case
17370-X	200 µL MultiGuard 3 barrier tip, with graduations, sterile	96/rack, 960/pack, 4,800/case
17370T-X	200 µL MultiGuard 3 barrier tip, low binding, with graduations, sterile	96/rack, 960/pack, 4,800/case
30510-X	300 µL extended length barrier tip, with graduations, sterile	96/rack, 960/pack, 4,800/case
30510T-X	300 µL extended length barrier tip, low binding, with graduations, sterile	96/rack, 960/pack, 4,800/case
34000	1,000 µL extended length barrier tip, low binding, with graduations, sterile	96/rack, 960/pack, 3,840/case



www.sorbio.com

Sorenson BioScience's e-ink packaging is also available. E-ink packaging products use plastic free racks that are biodegradable and recyclable with existing paperboard recycling programs. For these and additional product offerings and details, visit [www.sorbio.com](http://www.sorbio.com).

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## HTL Sell Sheet – Example

All HTL sell sheets must be consistent with Corning branding. If any questions, please refer to the Corning materials and resources available in the [Corning Brand Center](#).

**NOTE:** Names such as: Scientific Support, Service Center, Customer Service, etc. are written with “Corning HTL”.

### Mini Microcentrifuge

Compact Laboratory Centrifuge



**HTL**  
HTL LAB SOLUTIONS

The HTL Mini Microcentrifuge is designed for a wide range of applications in medical, veterinary, biochemical and other laboratories where constituents of investigated materials are to be separated under the effect of centrifugal force. The product is simple and easy to operate. It is equipped with a quick-release rotor system and an electronic brake. Once samples are loaded and the lid is closed, the rotor rapidly accelerates to 6,000 rpm, making it ideal for spin down of small droplets to the bottom of tubes for micro-filtrations or basic separation processes.

- ▶ Accommodates up to 8 microcentrifuge tubes or 4 PCR strip tubes
- ▶ Comes with adapters for smaller tubes such as 0.2, 0.25, and 0.5 mL
- ▶ Quick release rotor system – no tools required to change rotors
- ▶ Electronic braking allows for more rapid deceleration
- ▶ Dual lid switch
- ▶ Compact, robust design
- ▶ 2-year warranty



years  
**2**  
warranty



**Parameters:**

- ▶ Maximum capacity: 8 x 1.5/2.0 mL or 4 x 0.2 mL strips
- ▶ Maximum speed: 6,000 rpm
- ▶ RCF: 2,000 x g
- ▶ Dimensions (L x W x H): 5.9 x 5.9 x 4.6 in. (15 x 15 x 11.6 cm)
- ▶ Weight: 2.65 lbs. / 1.2 kg
- ▶ Electrical: Universal 100-240 V
- ▶ Compliance: CE/TUV/CSA

Product	Cat. No.
HTL Mini Microcentrifuge	8000
Rotor for 8 x 1.5/2.0 mL tubes	6770-RT
Rotor for 4 x 0.2 mL strip tubes	6770-RT
Individual adapters for 0.2mL tubes, fits in rotor 6770-RT, pack of 8	6770-RTA.20
Individual adapters for 0.25mL tubes, fits in rotor 6770-RT, pack of 8	6770-RTA.25
Individual adapters for 0.5mL tubes, fits in rotor 6770-RT, pack of 8	6770-RTA.5
Power adapter, 24V	401025