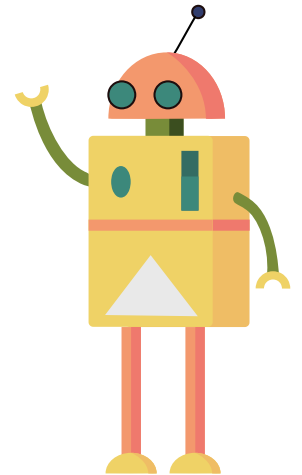


2024



Bright Instruments

Images for the Photoshoot



Product Pages

- We are changing the layout of the product pages as the images do not work very well on these pages at the moment.
- All main images will follow the layout below, which is currently used on the About Our History page.
- Square photos needed of all machines.



Established 1937

Bright Instrument Co Limited is a privately owned, UK-based business, who supply a range of quality microtomes, cryostats, freezing units and accessories to histopathology, pathology, immunology, life sciences, research, industrial testing and quality control laboratories worldwide. Since our establishment in 1937, we have forged a strong reputation for reliability, backed by imagination, innovation and a strong determination to support research and medical institutions across the globe.

Notes

On the following pages, we have indicated whether photos are essential, fairly important, or useful if time allows. We have done this using colour coding:

High – new photo required.



Medium – we recommend a new photo.



Low – current photo works as is.



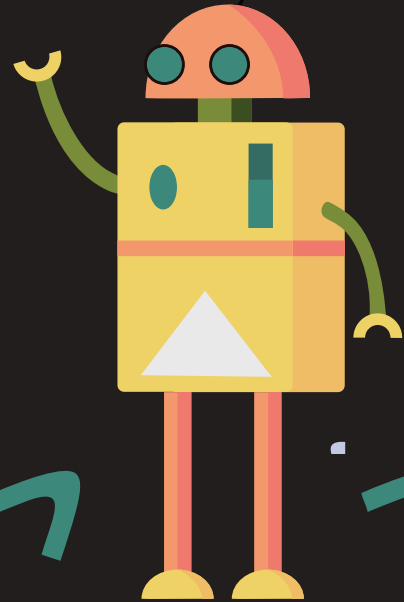
In addition to the images that we have highlighted above, please include i.e. photos of the whole machine, from different angles and up close (ideally without being superimposed onto fake backgrounds)

If time allows, we would like headshots of David and Lisa. Separately against a neutral background and also in the operational environment with machines in the background in a causal pose.

This is a list of all the product pages:

- OTF7000 Cryostat
- 2212-021 Starlet Portable
- 8000 Sledge Microtome
- Rotary Microtomes 7010/A & 7010
- 3000-01 Clini RF
- 2001 Solid State Freezer
- 9400 Whole Rat Slicing Machine
- Whole Human Brain Slicing Machine
- Whole Monkey Brain Slicing Machine

2024



Product Pages



OTF7000 Cryostat

Main image

Key Features image - Stability

Features image - Safe and Efficient



2212-021 Starlet Portable

Main image

Key Features image - The Compact Cryostat

Features image - The Miniature Radial Microtome

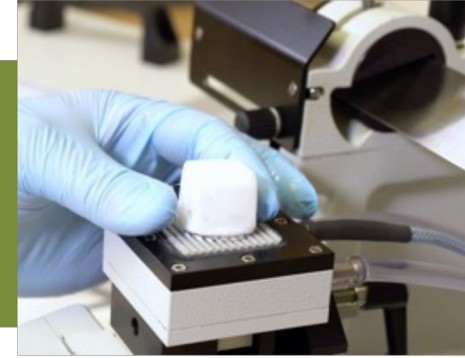


8000 Sledge Microtome

Main image

Key Features image - Versatility & Range

Features image - The Microtome



Rotary Microtomes 7010/A & 7010

Main image

Key Features image - Currently no image - please take one.

Features image - Bright Instruments to define what should be highlighted with this machine. So that we can confirm the image the photographer needs to take.



3000-01 Clini RF

Main image

Key Features image - Seven Day Timer

Features image - Bright Instruments to define what should be highlighted with this machine. So that we can confirm the image the photographer needs to take.

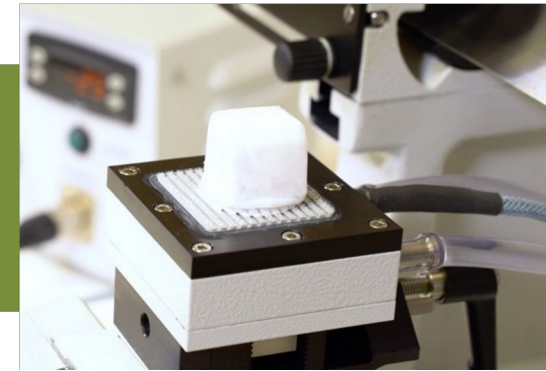


2001 Solid State Freezer

Main image

Key Features image - Specimen Holder

Features image - Bright Instruments to define what should be highlighted with this machine. So that we can confirm the image the photographer needs to take.



9400 Whole Rat Slicing Machine

Main image - Suggest an image showing the entire machine from the side (we would use the birds eye view of the machine further down the page)

Key Features image - Touchscreen

Features image - Bright Instruments to define what should be highlighted with this machine. So that we can confirm the image the photographer needs to take.

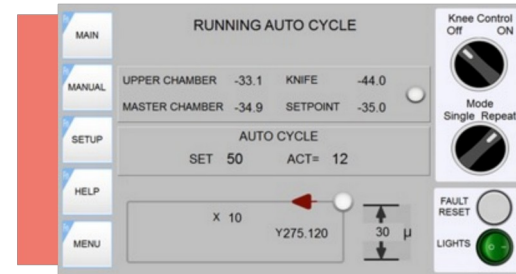


Whole Human Brain Slicing Machine

Main image

Key Features image - Touchscreen

Features image - Bright Instruments to define what should be highlighted with this machine. So that we can confirm the image the photographer needs to take.



Whole Monkey Brain Slicing Machine

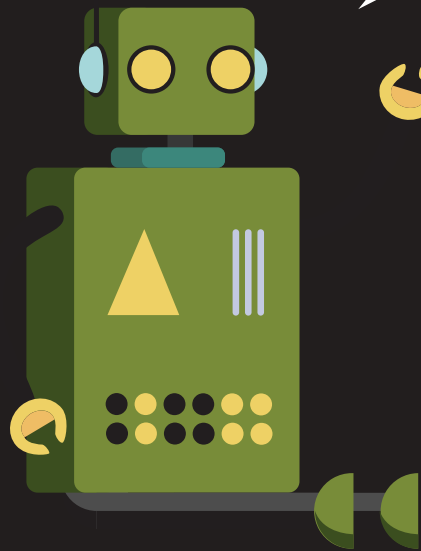
Main image

Key Features image - Touchscreen

Features image - Bright Instruments to define what should be highlighted with this machine. So that we can confirm the image the photographer needs to take.



Don't be a stranger :)



 arishi

Thank you