

Gyros Protein Technologies Case Study

Company	<p>Gyros Protein Technologies</p> <p>Gyros Protein Technologies (now part of Mesa Laboratories, Inc.), headquartered in Sweden, is a leading provider of solutions for peptide synthesis and bioanalysis. The Company is focused on helping scientists in both academia and industry to increase biomolecule performance and productivity in research, drug discovery, pre-clinical and clinical development, and bioprocess applications.</p> <p>Formed by the merger of Gyros AB (founded in 2000) and Protein Technologies, Inc. (founded in 1985), Gyros Protein Technologies combines Gyrolab® nanolitre-scale immunoassay expertise with the peptide synthesis instrument manufacturing knowhow and scientific knowledge from Protein Technologies Inc. Gyros Protein Technologies has developed a range of low to mid-scale peptide synthesiser platforms, including the award winning PurePep™ Chorus in addition to proprietary high-performance nanolitre-scale immunoassay platforms, the most recent of which is Gyrolab xPand.</p>
Objectives of the project/programme	<p>Zyme has worked with the Company since 2011, throughout the merger of Gyros AB with Protein Technologies Inc., up to its acquisition by Mesa Laboratories Inc. Zyme supported the Company to maximise visibility across its target audiences within the life sciences industry, and to raise awareness ahead of M&A activity.</p>
Zyme's approach	<ul style="list-style-type: none">• Providing strategic communications advice, guidance and support• Developing a media tool kit, including a media fact sheet and rolling PR plan• Drafting and distributing press releases to increase coverage in life science trade and local Swedish press, increase website traffic/commercial enquiries and opportunities for media interviews• Writing and placing articles in trade media publications to establish and strengthen the Company's perception as an industry leader• Supporting the Company at conferences and events, and arranging briefing meetings with key trade press contacts
Achievement highlights	<ul style="list-style-type: none">• Advised on communications strategy around product introductions, appointments, distributor agreements, etc., ensuring the programme remained flexible to adapt to the changing needs of the Company• Achieved regular coverage in key target publications, for news announcements and through securing opportunities for thought-leadership and technical style articles

- Provided strategic communications support around M&A activity, including developing messaging, Q&A, website landing page and drafting communications materials to reach each of the target audiences
- Drafted content for contributed articles
- Reviewed and advised on copy and design of new website

Client comment

“The team at Zyme Communications has been helpful and easy to work with irrespective of the type of communications needed. They provide timely feedback and look for ways to improve communications from Gyros Protein Technologies to the market.” Dan Calvo, President, Gyros Protein Technologies.