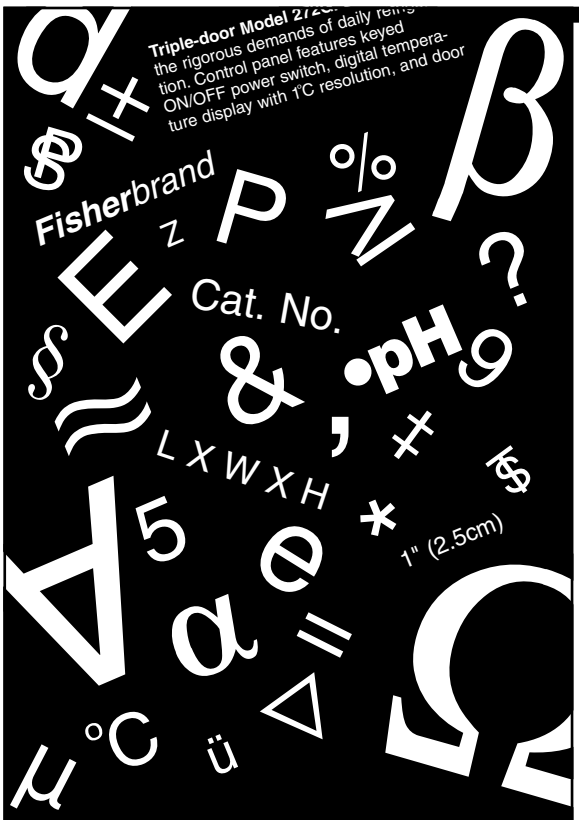


Fisher Style Manual

- **Guidelines for Writing, Proofreading, and Data Researching**
- **Stylistic Conventions**
- **Comprehensive Spelling, Abbreviations, and Symbols Lists**
- **Other Useful References**
- **Easy-to-Use Table of Contents and Index**

A Publication of the Fisher Scientific Communications Department

Fisher Scientific

Fisher Style Manual

A Publication of the
Fisher Scientific
Communications Department

2000 Park Lane Drive • Pittsburgh, PA 15275

Most of the fundamental ideas of science are essentially simple and may, as a rule, be expressed in a language comprehensible to everyone.

Albert Einstein

Table of Contents

Introduction

Welcome to the new Fisher Scientific Style Manual! Although the core stylistic content itself hasn't changed much since the first manual was published in 1992, we've rewritten most of the content, making extensive revisions and additions, including the following:

- Major reorganization of all sections
- Easy-to-read, concise explanations and examples
- Writing, proofreading, and data-researching guidelines
- Handy checklists for writing new catalog copy
- Writing guidelines for direct-mail publications
- Expanded acronyms and abbreviations list
- Symbols list with Quark shortcuts
- Sources, including useful network paths, Web sites, etc.
- Easy-to-use table of contents
- Comprehensive index
- Individually page-numbered sections for easy updating

In addition to style-related content, we've included funny fillers that feature catalog-related humor, some of which we compiled when we were proofreaders, and all of which we think you'll relate to.

We'd like to thank the editors, writers, and graphic designers who provided valuable input at different stages of this project. Their sincere interest and attention to detail helped to make this volume the definitive source for Fisher style.

Joe Giacobello
Tom Interval

October 2000

Section 1

Writing New Catalog Content

- **For the Printed Catalog**
- **For the Online Catalog**
- **Line-Item Additions**
- **Post Vendor Approval**
- **Item Menu (IMEN)**

Section 1

Writing New Catalog Content

For the Printed Catalog

General Guidelines

1. **Review the new-product work orders in the section folder.**
   - Check to see if the catalog numbers on the work order correspond with those on the vendor literature.
   - Determine if the vendor literature is complete enough to write a detailed product description. If it's not, obtain all necessary literature from the vendor, either by calling them or by visiting their Web site.
2. **Check the SmartSeries root directory and events to see if the product write-up already exists for the catalog numbers specified in the section folder.**
   - Use the Find function to search for the catalog numbers.
   - If you find the items, and the products already have draft copy, tables, etc., consult with the editor. If you don't find the items, proceed to Step 3.
3. **Review the new items (previously set up by the Data Researchers) in the SmartSeries Preview event.**
   - Make sure all catalog numbers correspond with those specified in the work order.
4. **Write the copy.**
   - Use the vendor literature to write a clear, technically accurate product description that anticipates customer questions. Whenever possible, use similar product write-ups from previous Fisher catalogs as a guide.
   - Mark trademarks with an asterisk the first time they appear in the write-up. If the TMs do not already exist in the TM

database on the network (do search), add it and the owner to the list. If you don't know who owns the TM, either you or a proofreader can research it. If you do the research, be sure to provide Proofreading with documentation to prove ownership (i.e., vendor literature).

- Keep a running list of questions for the vendor, resolving all technical issues and inconsistent specifications. Be sure to record all correspondence, including phone conversations, faxes, and e-mails.
- Include specification charts, cross-references, Reader Service Card fillers (if specified by Marketing), warning and caution boxes, warranty boxes, and service-agreement fillers (for some instruments and equipment). To determine if a service agreement is available for a particular product, call Art DeThomas, of the Fisher Service Division, at 1-800-395-5442, or 412-963-3335; fax, 412-963-3373.
- Create the ordering table. Remember to include a column or row for vendor catalog numbers if the vendor is a major supplier (see major-supplier list on the network at Gfps1_bdc_plpgh\Transfer\Writers\Vendor\Major Suppliers\Major Suppliers.xls).
- In tables, include column pricing for Safety Division items.
- Add the "New" icon to the hard copy of your product description.

5. Remember:

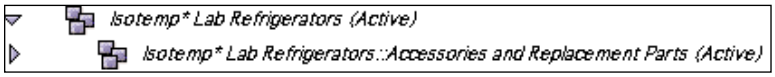
- Double-check all conversions.
- Do not use the term "hypoallergenic" when describing latex.
- NIST wording should be phrased according to the guidelines on p. 2-20.
- Include special instructions, such as the "Refrigerate as detailed on label" footnote.
- Copy for a printed catalog page should meet the size requirements as specified by the editor. For example, the editor may ask you to fit the copy within a half-page layout. To achieve this, lay out the copy in Quark, incorporating the appropriate type sizes and style-module designation. (See also: *Type Sizes,* p. 2-52; *Style-Module Designations,* p. 2-52; and *Using Quark for Mock Layouts*, p. 1-10.)

6. Make sure all groups and subgroups are organized correctly.

- Check that the group names match the product headlines in your write-up.

- Subgroup names should start with the name of the main (parent) group, followed by a double colon, followed by the subgroup name. (See the example below.)
- Group names should contain tags, just as draft copy and attributes do. The only exception to this is a trademark, which should be marked only with an asterisk.
- Specify the group style (i.e., A, B, C, etc.) in the group's Profile tab.

Example



7. Enter all draft-copy elements into the authoring system (assuming that you did not write the description directly into the authoring system to begin with).

- Draft Copy†
- Headers (A, B, C, D, Run-Ins, etc.)
- Short Description‡
- Specifications Chart
- Cross-Reference Box
- Reader Service Card Box
- Warning and Caution Boxes
- Service-Agreement Box
- Warranty Box
- Note Box

Note: Add glyph tags and link footnotes where appropriate.

8. Build the ordering table(s) in SmartSeries.

- Add attributes (in the Item Attributes window) that have not already been created by the Data Researchers.
- Drag all items into the table.
- Designate the table type as either x/y (vertical format) or y/x (horizontal format).
- Select "Table Style 1" from the drop-down menu.
- Link footnotes where necessary.
- If you're working in a y/x table, click the Attributes button and set the Justification for all attributes to left (L).
- Insert all glyph tags where needed.

†Copy and paste your product description from Word or Quark into the main draft-copy window.

‡For long product write-ups (especially equipment); no longer than 50 words; highlights the key features and benefits of the product; may be a copy of the first paragraph of the main write-up.

9. Order images if they have not already been ordered.

- Use the SmartSeries Image Order function.
- When the image is linked, add a photo caption if applicable.
- Remember to follow up with the Photo department and the supplier until the image has been linked.

10. Enter alphabetical indexing into SmartSeries.

- Use existing index entries when possible.
- Index by catalog section and subsection.
- Index main product names.
- Index accessories only for those products that have a lot of accessories (do not index the specific names of accessories; use the word "Accessories" instead).
- Index all brand names.
- Index only major suppliers. (See list on the network at Gfps1_bdc_plpgh\Transfer\Writers\Vendor\Major Suppliers\Major Suppliers.xls)

11. Enter keywords into SmartSeries.

12. List all cross-selling opportunities on the work order. If necessary, obtain this information from Marketing.

13. Print out a hard copy of your write-up, indexing, and keywords.

- Include a cover sheet with a completed page header (available on the Network at Gfps1_bdc_plpgh\Transfer\Writers\Forms\Pageheaders.qxd).
- If you choose to print from the Preview browser, print the Details page.

14. Turn in hard copy and cover sheet to the editor, along with all source material.

- Hold all write-ups that do not have images linked to the SmartSeries group.
- Photocopy the source material for your files.

For more information on any SmartSeries topic, see Kreber's *SmartSeries Technical Reference Guide.*

Checklist

For the Printed Catalog

For detailed instructions regarding any of the steps listed below, see *Writing New Catalog Content: For the Printed Catalog,* which immediately precedes this list, starting on p. 1-3.

In Section Folder

- ☐ Cat. Nos. on work order match vendor literature.
- ☐ Vendor literature is complete.

In SmartSeries

- ☐ Product write-up does not already exist in root or events.

In SmartSeries, Preview Event

- ☐ The new items match those on work order.

Write the Copy

- ☐ Write product description. Remember to include:
  - ☐ Specification Chart
  - ☐ Cross-Reference Filler
  - ☐ Reader Service Card Filler
  - ☐ Warning and Caution Boxes
  - ☐ Service-Agreement Filler
  - ☐ Warranty Box
  - ☐ Note Box
- ☐ Mark TMs with an asterisk on first occurrence.
- ☐ Add TMs and respective owners to TM database on network.
- ☐ Resolve technical issues and verify specs with vendor.
- ☐ Create ordering table.
- ☐ Add “New” icon to the hard copy.

Remember:

- ☐ Double-check all conversions.
- ☐ Do not say "hypoallergenic" when describing latex.
- ☐ Use approved phrasing for NIST.
- ☐ Include special instructions (i.e., "▽Refrigerate as detailed...")
- ☐ Make sure copy meets specified size requirements.

Organization in SmartSeries

- ☐ Groups and subgroups are named and organized correctly.
- ☐ Group names have tags (except TMs, which have asterisk).
- ☐ Group style (A, B, C, etc.) is specified in Profile tab.

Draft Copy in SmartSeries

- ☐ Enter copy into SmartSeries (if you have not already done so).
  - ☐ Draft Copy
  - ☐ Headers (A, B, C, D, Run-Ins, etc.)
  - ☐ Specification Chart
  - ☐ Cross-Reference Box
  - ☐ Reader Service Card Box
  - ☐ Warning and Caution Boxes
  - ☐ Service-Agreement Box
  - ☐ Warranty Box
  - ☐ Note Box
- ☐ Check "Preferred" box for new draft copy.
- ☐ Insert glyph tags.
- ☐ Link footnotes.

Ordering table in SmartSeries

- ☐ Add any necessary attributes to items.
- ☐ Create ordering table in SmartSeries.
- ☐ Drag items into the table.
- ☐ Mark table as x/y (vertical) or y/x (horizontal).
- ☐ If y/x, set Justification for all attributes to left (L).
- ☐ For Safety Division items, use column pricing.
- ☐ Insert glyph tags.
- ☐ Link footnotes.

Photos

- ☐ Order image(s) if needed. (Use SS Image Order function.)
- ☐ Follow up with Photo department until image is linked.
- ☐ When image is linked, add photo caption.

Indexing, Keywords, Cross-Selling

- ☐ Enter indexing.
- ☐ Enter keywords.
- ☐ List cross-selling opportunities on work order.

Print

- ☐ Print hard copy of write-up, indexing, and keywords.
- ☐ Include cover sheet with page header.

Turn in to Editor

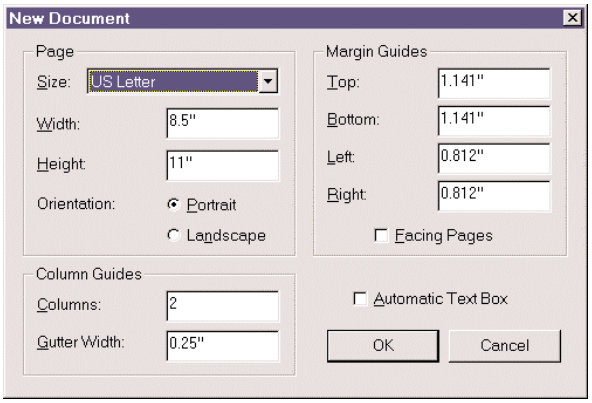
- ☐ Turn in hard copy, cover sheet, and source material.
- ☐ Hold all write-ups that do not have images linked.

Using Quark for Mock Layouts

If you decide to write your product description in Quark, the guidelines below will help you to set up a document that has the same dimensions as the "live area" of a catalog page.

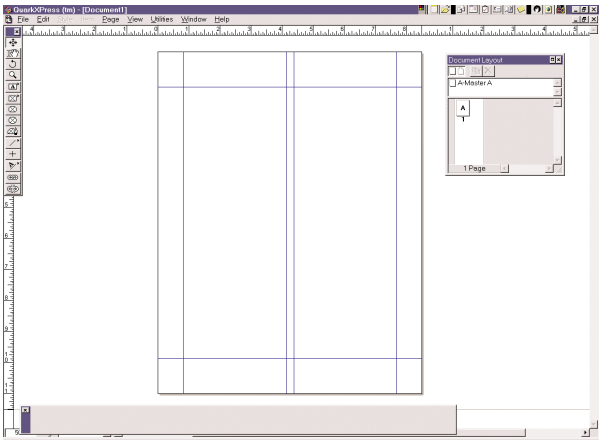
1. After opening Quark, click on File/New/Document.
2. In the New Document dialog box, set the parameters as in the example that follows.

Example



3. Click OK. Your page will look like the one in the example that follows.

Example



4. You can now create text and picture boxes to fit the particular page on which you're working. For more information, consult your Quark manual, or visit the Quark Online Help Web Site at http://www.quark.com/products/quarked/.

If you've already created a document, and you want to change the column- and margin-guide parameters, follow the guidelines below.

1. In the open document, press the F4 key to show the Document Layout palette.
2. On the palette, double-click on the "A-Master A" icon.
3. On the menu bar, click on Page, then select Master Guides.
4. In the Master Guides dialog box, set the parameters as illustrated above.
5. Click the OK button.
6. To get out of the Master document, double-click on one of the page icons below the "A-Master A" icon.

Sample Coupons

Kontes* Glass Columns

A-Header

Kontes Flex-Column* Economy Columns

B-Header

D-Header

- *Threaded, leak-free reservoir cap*
- *Polypropylene Luer-lock* fittings*
- *Optional flow adapters, packing reservoirs*

Bold Run-In

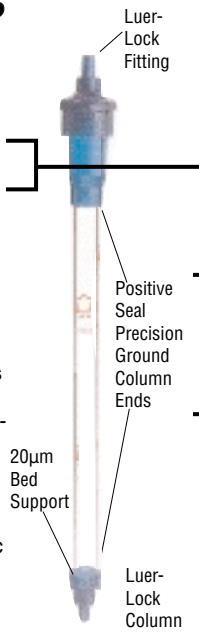
Ideal for use with FPLC* systems, peristaltic pumps, or gravity flow to 15psi; no leaking. Durable borosilicate glass Kontes brand columns with four standard inside diameters—0.7, 1.0, 1.5, and 2.5cm—come in a variety of lengths. Precision-ground column ends form positive seals with end caps so they don't leak or "creep" under pressure.

Body Copy

Threaded reservoir cap is easy to remove but won't pop off under pressure. Reservoir accepts accessory funnels and glass reservoirs. Luer-lock polypropylene inlet and outlet fittings simplify connections to tubing.

Bed support has a 20µm polyethylene disc that retains most media for low-pressure aqueous chromatography. Use columns with ion exchange, affinity, gel filtration, and hydrophobic interaction media.

Columns accept flow adapters for adjusting Flex-Column bed height. Order adapters separately. (Flow adapters not available for 0.7cm I.D. columns.)



Callout

K420400-0704

Photo Caption

C-Header

Ordering Information:

Straddle Header

Table Headers

Column Length	Nominal Volume	Single Column Cat. No.	Each	Multicolumn Pack Cat. No.	Pack of
0.7cm I.D. columns					
4cm	1.5mL	**K420401-0704**	11.00	**K420400-0704**	10/ 80.50
10	4	**K420401-0710**	13.70	**K420400-0710**	10/ 80.50
15	6	**K420401-0715**	13.70	**K420400-0715**	10/ 91.80
20	8	**K420401-0720**	13.70	**K420400-0720**	10/ 91.80
30	12	**K420401-0730**	16.50	**K420400-0730**	10/103.00
50	19	**K420401-0750**	16.50	----	----
1.0cm I.D. columns					
5cm	4mL	**K420401-1005**	11.00	**K420400-1005**	10/ 80.50
10	8	**K420401-1010**	13.70	**K420400-1010**	10/ 80.50
20	16	**K420401-1020**	13.70	**K420400-1020**	10/ 91.80
30	24	**K420401-1030**	13.70	**K420400-1030**	10/ 91.80
50	40	**K420401-1050**	16.50	**K420400-1050**	10/103.00
120	94	**K420401-1012**	43.70	**K420400-1012**	3/138.00
1.5cm I.D. columns					
5cm	9mL	**K420401-1505**	16.50	**K420400-1505**	5/ 57.30
10	18	**K420401-1510**	19.20	**K420400-1510**	5/ 63.30
15	27	**K420401-1515**	19.20	**K420400-1515**	5/ 63.30
20	35	**K420401-1520**	22.40	**K420400-1520**	5/ 69.00
30	53	**K420401-1530**	21.80	**K420400-1530**	5/ 69.00
50	88	**K420401-1550**	27.40	**K420400-1550**	5/ 91.80
2.5cm I.D. columns					
10cm	49mL	**K420401-2510**	21.80	**K420400-2510**	5/ 80.50
20	98	**K420401-2520**	24.60	**K420400-2520**	5/ 86.00
50	245	**K420401-2550**	38.30	**K420400-2550**	3/ 86.00
75	368	**K420401-2575**	49.30	**K420400-2575**	2/ 69.00
100	490	**K420401-2511**	65.50	**K420400-2511**	2/103.00
120	590	**K420401-2512**	76.30	**K420400-2512**	2/115.00

Table Subheader

X/Y Matrix Table

Sample Coupons, Contd.

X/Y Table

Well Shape	Well Volume	NNI No.	Cat. No.	Case of
Sterile Wells				
U-shape	300µL	262162	**12-565-212**	50/100.00
V-shape	300	249662	**12-565-215**	50/101.25
Flat	400	269787	**12-565-210**	50/100.80
Flat	400	243656	**12-565-311**	108/234.70
Nonsterile Wells				
U-shape	300µL	262146	**12-565-213**[3]	135/142.90
U-shape	300	262170	**12-565-214**	140/158.70
V-shape	300	245128	**12-565-216**	140/169.20
Flat	400	269620	**12-565-226**	60/ 70.95

[3]*Bulk pack.*

Y/X Table

Model	RC6-CS	RC20-CS
Temperature		
Range	–30° to +150°C (–22° to +302°F)	–30° to +150°C (–22° to +302°F)
Accuracy	±0.02°C	±0.02°C
Cooling Capacity at 20°C	440w (1500 BTU/hr.)	560w (1910 BTU/hr.)
Refrigerant	HP-62	HP-62
Shipping Weight	84 lb. (38kg)	97 lb. (44kg)
Overall Dimensions (L x W x H)	15 x 11 x 25" (38 x 28 x 64cm)	16 x 15 x 25" (41 x 38 x 64cm)
Electrical Requirements	115V 60Hz	115V 60Hz
Brinkmann No.	27806503	27806554
Cat. No.	**22-044-531**	**13-874-539**
Each	5640.00	6535.00

For the Online Catalog

General Guidelines

When writing copy for an online catalog, follow the guidelines for the printed catalog (starting on p. 1-3), in addition to the guidelines that follow.

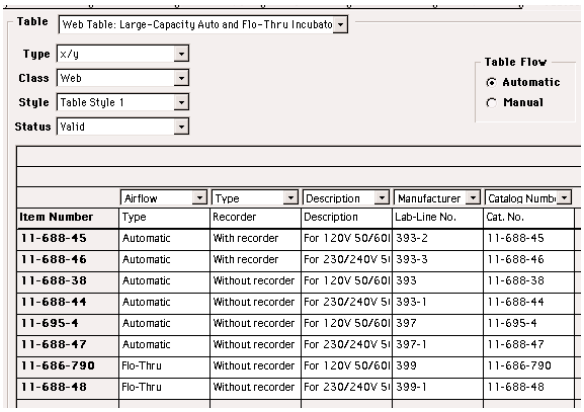
- For a table that contains an unusually large number of items, consider breaking it up into smaller tables, each of which would appear in a separate subgroup. Check with the editor before doing so.
- If there are more than five attributes in your ordering table, create a Web table as indicated below.
- Check the "HTML Keep With Parent" box if applicable.
- Keep the draft-copy Class set to "Catalog," not "Web."

Web Table

- Set the table Class to "Web."
- Include the following:

1. Up to three main attributes. **Note:** Subheader attributes should appear in columns (not in the drop-down menu at the top of the table).
2. Manufacturer Number (vendor Cat. No.)†
3. Fisher Catalog Number

Example



For more information on any SmartSeries topic, see Kreber's *SmartSeries Technical Reference Guide.*

†Do not include the manufacturer number if the product is Fisher-manufactured (i.e., FisherChemical) or private-labeled (i.e., Fisherbrand, Fisherfinest, FisherBiotech).

Checklist

For the Online Catalog

For detailed instructions regarding any of the steps listed below, see *Writing New Catalog Content: For the Online Catalog*, which immediately precedes this list, starting on p. 1-14.

In Section Folder

- ☐ Cat. Nos. on work order match vendor literature.
- ☐ Vendor literature is complete.

In SmartSeries

- ☐ Product write-up does not already exist in root or events.

In SmartSeries, Preview Event

- ☐ The new items match those on work order.

Write the Copy

- ☐ Write product description. Remember to include:
  - ☐ Specification Chart
  - ☐ Warning and Caution Boxes
  - ☐ Service-Agreement Filler
  - ☐ Warranty Box
- ☐ Use a bold run-in above a table instead of a C-header.
- ☐ Mark trademarks with an asterisk on first occurrence.
- ☐ Add TMs and respective owners to TM database on network.
- ☐ Resolve technical issues and verify specs with vendor.
- ☐ Create ordering table.
- ☐ Add "New" icon to the hard copy.

Remember:

- ☐ Double-check all conversions.
- ☐ Do not say "hypoallergenic" when describing latex.
- ☐ Use approved phrasing for NIST.
- ☐ Include special instructions (i.e., "▽Refrigerate as detailed...").

Organization in SmartSeries

- ☐ Groups and subgroups are named and organized correctly.
- ☐ Group names have tags (except TMs, which have asterisk).
- ☐ Group style (A, B, C, etc.) is specified in Profile tab.

Draft Copy in SmartSeries

- ☐ Enter copy into SmartSeries (if you have not already done so).
  - ☐ Draft Copy
  - ☐ Headers (A, B, C, D, Run-Ins, etc.)
  - ☐ Specification Chart
  - ☐ Warning and Caution Boxes
  - ☐ Service-Agreement Box
  - ☐ Warranty Box
- ☐ Enter a Short Description (for long product write-ups).
- ☐ Check "Preferred" box for new draft copy.
- ☐ Check the "HTML Keep With Parent" box if applicable.
- ☐ Insert glyph tags.
- ☐ Link footnotes.

Ordering table in SmartSeries

- ☐ Add any necessary attributes to items.
- ☐ Create ordering table in SmartSeries.
- ☐ Drag items into the table.
- ☐ Mark table as x/y (vertical) or y/x (horizontal).
- ☐ If y/x, set Justification for all attributes to left (L).
- ☐ Insert glyph tags.
- ☐ Link footnotes.
- ☐ If more than five attributes in the table, create a Web table.

Photos

- ☐ Order image(s) if needed. (Use SS Image Order function.)

  If group priority code is 1, 2, or 3: only one image needed.
  If priority code is 4: no image needed.

- ☐ Follow up with Photo department until image is linked.
- ☐ When image is linked, add photo caption.

Indexing, Keywords, Cross-Selling

- ☐ Enter indexing.
- ☐ Enter keywords.
- ☐ List cross-selling opportunities on work order.

Print

☐ Print hard copy of write-up, indexing, and keywords.
☐ Include cover sheet with page header.

Turn in to Editor

☐ Turn in hard copy, cover sheet, and source material.
☐ Hold all write-ups that do not have images linked.

What's New

What's New/New Product write-ups highlight products that have recently been added to the Fisher Web Site (www.fishersci.com). Most of the time, all you'll have to write is a teaser; however, sometimes additional descriptive copy is necessary.

When writing a What's New teaser, use a catchy, advertising-type writing style, keeping the description short to hold the customer's attention.

The structure of a What's New write-up is based on the way product groups are set up in SmartSeries. So, in the guidelines below, references to the term "group" refer to a SmartSeries group.

The instructions that follow were taken from the original *What's New/New Products Guidelines,* which you can find on the Network at Gfps1_bdc_plpgh\Transfer\Writers\Writing Guideline Updates\Web\What's New\WhatsNewProcedure.doc. If you have questions about a particular What's New write-up, see Merry Morris or Alida Cataldo.

1. At the top of your blank document, type:

What's New|New Products|[Product Category]|[Product Manager] Folder|[FileName]|[Date]

For the Product Category, choose from the list below. Create a new category only when necessary.

- Chemicals
- Chromatography
- Consumables
- HealthCare (has several subcategories)
- Laboratory Equipment
- Life Science
- Safety

Example

What's New|New Products|Laboratory Equipment|Jankowski Folder|FisherMinishaker.doc|6.7.00

2. Write the Teaser, using the following format:

[Supplier Name]: [Name of Product]
[Brief description of the product]

For the brief description, use 50 words or fewer, including a feature or a benefit that entices the customer to go to the full catalog description.

Example

Fisher Chemical: FisherPak Solvent Delivery System
Finally...optimum convenience, purity, safety, and productivity in one solvent delivery system. With 19, 50, 115 and 200L dispenser/containers. Without spillage, broken glass, contamination, or disposal requirements!

3. Indicate Links to Web Pages in your teaser:

If the What's New write-up applies to	Then proceed to Option
One main group that contains all of the catalog numbers you're writing about	**A**
One main group that contains catalog numbers, and that group has one or more subgroups that contain catalog numbers	**B**
Two to four main groups of related products, and the products DO NOT require individual descriptions	**C**
Two to four main groups of related products, and the products DO require individual descriptions	**D**
More than four main groups of related products, and the products DO NOT require individual descriptions	**E**
More than four main groups of related products, and the products DO require individual descriptions	**D**

Option A

- In the teaser, underline the product name.
- Following the product name, indicate a catalog-number link in brackets (i.e., [Link to 01-919-54]). You can use any one of the catalog numbers in the group.
- Proceed to Step 4.

Example

Ohaus*: Champ* II Bench Scales [Link to 01-919-54]
The ideal scale for general-purpose weighing requirements such as shipping and inventory. Seven high-accuracy models are prewired and fully assembled—ready to go to work for you.

Option B

- In the teaser, underline the product name.
- Following the product name, indicate in brackets a link to the Group ID Number, followed by the complete path to the introductory (first-level) Web page of the product (on www.fishersci.com, not the preview site).
- Proceed to Step 4.

Example

Barnstead Thermolyne: NANOpure* DIamond* Water Purification Systems [Link to Group ID Number for All Catalogs|Fisher Catalog|Water Purification|Pretreatment/Polishing|Barnstead NANOpure DIamond Water Purification Systems]
Compact, reagent-grade water purification systems provide purity up to 18.2megohm-cm. Choose from four application-specific models—then customize your system with the appropriate cartridge pack.

Option C

- List the individual product names underneath the teaser, underlining them.
- Following the product name, indicate a catalog-number link in brackets (i.e., [Link to A993-1]).
- Proceed to Step 4.

Example

FisherChemical*: OptiDry Anhydrous Solvents
FisherChemical gives you optimum dryness with OptiDry anhydrous solvents. Tested at less than 50ppm water and meet strict quality-control requirements. In convenient 1L FisherSeal septum-sealed amber glass bottles and also in our state-of-the-art FisherPak* Solvent Delivery System in 19, 50, and 200L sizes.

Acetonitrile, anhydrous, 99.9% [Link to A993-1]
Benzene, anhydrous, 99.0% [Link to B412-1]
N,N-Dimethylformamide, anhydrous, 99.8% [Link to D132-1]
Dimethyl Sulfoxide, anhydrous, 99.7% [Link to D137-1]

Option D

- In the teaser, underline the product name.
- Following the product name, indicate in brackets a link to additional descriptive copy (which you'll include below your original teaser). The additional copy, in essence, is made up of second-level teaser paragraphs that are specific to the individual products. (See example below.)
- Below your teaser, write short descriptive paragraphs for the individual products, headlining them with the product name that you have underlined in your first teaser. At the end of each paragraph, write "Ordering Information," followed by a catalog-number link. In addition, you may include images with the descriptive copy, which would be helpful if the models are significantly different. If you do include images, be sure to provide the F-numbers somewhere on your document. (See the example below.)
- Proceed to Step 4.

Example

Fisher Scientific: accumet* Dissolved Oxygen Meter Kits [Link to descriptive copy below]
New accumet DO meter kits are accurate, reliable, and economical. Available in handheld, basic benchtop and research benchtop models.

(Descriptive copy)
accumet* Dissolved Oxygen Meter Kits
Battery-operated handheld meter is small enough to fit in a shirt pocket. Features microprocessor precision along with an IP67 waterproof rating for full portability.
Ordering Information [Link to 13-636-AP64] F20221

Research benchtop meter features touchscreen control and a configurable display, context-specific interface, and extensive menu options and help screens.
Ordering Information [Link to 13-636-AR40] F20223

Basic benchtop meter provides microprocessor precision in a compact, easy-to-use benchtop design.
Ordering Information [Link to 13-636-AB40] F20222

Option E

- In the teaser, underline the product name.
- Following the product name, write, "[Link to descriptive copy below]" to indicate a link to additional descriptive copy. (See the example below.)
- Below that, duplicate the original teaser, removing the underlining and link marker. (Note: You may choose to write new copy instead of duplicating the original teaser.) Under that, list the individual product names and underline them. Following each product name, indicate in brackets a catalog-number link (see example below).
- Proceed to Step 4.

Example

FisherChemical*: OptiDry Anhydrous Solvents [Link to descriptive copy below]
FisherChemical gives you optimum dryness with OptiDry anhydrous solvents. Tested at less than 50ppm water and meet strict quality control requirements. In convenient 1L FisherSeal septum-sealed amber glass bottles and also in our state-of-the-art FisherPak* Solvent Delivery System in 19, 50, and 200L sizes.

(Descriptive copy)
FisherChemical*: OptiDry Anhydrous Solvents
FisherChemical gives you optimum dryness with OptiDry anhydrous solvents. Tested at less than 50ppm water and meet strict quality control requirements. In convenient 1L FisherSeal septum-sealed amber glass bottles and also in our state-of-the-art FisherPak* Solvent Delivery System in 19, 50, and 200L sizes.
Acetonitrile, anhydrous, 99.9% [Link to A993-1]
Benzene, anhydrous, 99.0% [Link to B412-1]
N,N-Dimethylformamide, anhydrous, 99.8% [Link to D132-1]
Dimethyl Sulfoxide, anhydrous, 99.7% [Link to D137-1]
Pyridine, anhydrous, 99.8% [Link to P367-1]
Toluene, anhydrous, 99.9% [Link to T288-1]
Tetrahydrofuran, anhydrous, 99.0% [Link to T421-1]

4. **Save your document file to the network.**

   Gfps1_bdc_plpgh\Transfer\Catalog Database\Copy for What's New\Products (regular What's New) after 10.18.99\[name of marketer]

5. **Turn in a hard copy with completed folder to the editor.**

Line-Item Additions

1. **Locate the appropriate group in the SmartSeries Root directory.**
2. **Update the draft-copy elements in SmartSeries and print out a hard copy.**
3. **Return the folder to the editor.**

Post Vendor Approval

1. **Review the vendor changes and incorporate them into the SmartSeries Preview event.**

   Incorporate only technical changes in draft copy, tables, and attributes, and stet any stylistic changes that you disagree with.

   Note: If a model has been deleted, carefully check the copy, deleting any references to that model and correcting any references to the total number of models offered. Of course, the same applies if a model has been added.

2. **Make changes to and initial the edited hard copy.**

   If the changes are substantial, making the copy difficult to proofread, then print out a fresh hard copy.

3. **Sign the vendor-approval form.**
4. **Turn in the folder:**

   - For Printed Catalog Write-ups, return to the editor.
   - For On-line Catalog Write-ups, give to Proofreading, placing it in the vertical "IN" rack, located just inside the door. If there's an accompanying What's New write-up, keep it with the main product write-up. Use Post-It notes to tag all pages to be proofread.

Item Menu (IMEN)

Discontinued Codes

For discontinued items, the codes in the chart below appear in the DISCONT field on IMEN's Master Screen No. 1. When you see one of these codes, follow the guidelines as outlined below.

Code	Description	Course of Action
M	Discontinued by the **M**anufacturer	Check IMEN's Product Sub Maintenance function (Item No. 8 on the Item Menu, enter "I" for Inquiry, and enter the Cat. No.). If there is no substitute item, then delete from the write-up all references to the M-coded Cat. No.
D	**D**iscontinued by Fisher Marketing (no stock)	Check IMEN's Product Sub Maintenance function (Item No. 8 on the Item Menu, enter "I" for Inquiry, and enter the Cat. No.). If there is no substitute item, then delete from the write-up all references to the D-coded Cat. No.
F	Discontinued by Fisher **F**inance	Inform Marketing that the item is F-coded.
O	**O**bsolete	Check IMEN's Product Sub Maintenance function (Item No. 8 on the Item Menu, enter "I" for Inquiry, and enter the Cat. No.). If there is no substitute item, then delete from the write-up all references to the O-coded Cat. No. In addition, inform Marketing and Mike Alexander (in Finance, ext. 8358) that the item is O-coded.

Section 2

Stylistic Conventions for Catalog Content

- **Part A: General Conventions**
- **Part B: Ordering Tables and Specification Charts**
- **Part C: Layouts**

Section 2

Stylistic Conventions for Catalog Content

Part A: General Conventions

Batteries

Indicate battery size with capital letters in quotes. For nickel-cadmium batteries, either abbreviate or spell out the phrase.

Examples

Four “AA” batteries
Two “D” batteries
NiCd batteries
Nickel-cadmium batteries

Boxes and Fillers

Cross-References (X-Refs)

Two examples of cross-references follow. Note the use of bold, italics, punctuation, capitalization, line breaks, and references to page numbers. For more information on capitalization, see *Cross-References (X-Refs)* under Capitalization, p. 2-6.

Examples

See also:
Removable Needles for Rheodyne and other HPLC injectors, p. 1720.*

See also:
***Fisher**brand* Pressure and Vacuum Tubing, p. 1856.*
Nalgene 180 PVC Vacuum Tubing, pp. 1849–1851.*
Tygon Vacuum Tubing in the Product Supplement Section, p. P90.*

For less demanding cutting applications, we offer an economical alternative. Our polystyrene sampling knife is ideal for cutting fibrous materials. For details and ordering information, see pp. 331–340.

Fillers

Sometimes fillers are needed to fill extra space after the catalog has been laid out. Some fillers include a photo.

Example

Get a grip!
Check out our large selection of ***Fisher**brand* Crucible Tongs on pp. 397-398.

Reader Service Cards

A Reader Service Card (RSC) filler informs readers that they can receive free literature about a given product by checking a specific number on the RSC, located at the back of the catalog. Some RSCs include a photo of the publication being offered.

Example

New high-density polyethylene square containers for salts and dry chemicals save on valuable shelf and bench space. USP-grade approved. For more information about FisherChemical square containers, **check Reader Service Card No. 64.**

Service Agreements

The service agreement that follows is a typical example of what would appear with equipment copy.

Example

Several types of service agreements are available for the equipment featured here. All agreements can be purchased as needed, tailored to your requirements. For details and assistance, call toll-free **1-800-395-5442.**

Warning and Caution Boxes

Examples

WARNING: *Do not use Nalgene Cryogenic Vials in the liquid phase of liquid nitrogen as this poses a safety hazard. Such use may cause entrapment of liquefied gas inside the vial and lead to pressure buildup resulting in possible explosion or biohazard release. Use appropriate safety procedures when handling and disposing of vials.*

CAUTION: *These products contain natural rubber latex, which may cause allergic reactions. Safe use of these gloves by or on latex-sensitized individuals has not been established.*

Note: *The products featured above are for research use only and are not intended for diagnostic purposes.*

Capitalization

Bold Run-Ins

Above a Table

When a bold run-in appears as a headline above a table, with or without text following it, initial cap the run-in only if it specifically names an item being sold (i.e., “Coupling Inserts”). If the run-in describes an item (i.e., “With marking spot”), then do not initial cap. (Exception: the phrase “Ordering Information:”)

Examples

Interchangeable Racks for Centrifuge Tubes.

Description	Cat. No.	Each
For 0.5mL tubes	**12-009-11**	21.40
For 1mL tubes	**12-009-12**	35.38

For centrifuge tubes.

Description	Cat. No.	Each
Floating Rack	**14-320**	53.00

Ordering Information: The Rotary Cell Culture System consists of rotor base, power supply, four disposable polycarbonate 50mL culture cells, and operations manual.

Description	Cat. No.	Each
Culture System	**15-290-38**	198.53

In Body Copy

When a bold run-in appears in body copy, initial cap references to company names, proper names, and specific product names. (For more information, see *Product Names* in this section, p. 2-9.)

Examples

Detachable cables for use with Mettler Toledo InLab* Electrodes. Cables connect to electrodes with S7 screw heads. Length, 3.9' (1.2m).

Curtis Parallel Printer Cables. Parallel printer cables support the new high-speed bidirectional parallel ports on all major PCs and printers.

Easy to use. The keyboard on the XL Series balances is simple to operate. Use it to program the balance function you want.

Buttons, Switches, Dials, Knobs, Keys, Displays

Indicate with all capital letters.

Examples

ON	LO	TIME/TEMP	ZERO
OFF	HI	LCD	CAL
ON/OFF	TARE	LED	PRINT

Cat. No.

Include the phrase “Cat. No.” before a catalog number as illustrated in the examples that follow. Use it only before the first catalog number appearing in a product write-up. If the catalog number precedes the name of an item, then don’t use “Cat. No.”

Examples

Cat. No. 06-564-24 comes with repair kit. 06-564-25 and 08-253-06 include Allen wrench.

Cat. Nos. 06-564-24 and -25 come with instructions.

Unit comes with 15-230-01 kit.

Unit comes with 15-230-01 Microflex Microscale Kit.

Computer-Screen or LED Prompts

Indicate with all capital letters.

Examples

YES	AUTOCAL
NO	CALIBRATE
RESTART	STRIKE ANY KEY TO ENTER

Cross-References (X-Refs)

Initial cap *specific* product names, proper names, and catalog-section names. Generic items should be all lowercase.

Examples

See also: *Removable Needles for Rheodyne* and other HPLC injectors, p. 1720.*

See also:
Fisherbrand Pressure and Vacuum Tubing, p. 1856.*
Nalgene 180 PVC Vacuum Tubing, p. 1849.*
Tygon Vacuum Tubing in the Tubing Section, p. 1851.*

Fisher Names

See *Fisher Referents,* p. 2-14.

Following a Colon

In body copy, do not capitalize a word following a colon. Exceptions: following a bold note and following "Ordering Information:" (see lowermost examples that follow).

Examples

Model 810 comes with the following accessories: keyboard, mouse, printer, and speakers.

Withstand pressure to 60psi. Leak-resistant, EPR O-rings. Can be radiation-sterilized. Light-gray body with charcoal-gray latch. **Note:** Body and insert are required for a full coupling.

Ordering Information: Each meter is made from high-impact, chemical-resistant ABS plastic and comes with two 1.5V replaceable batteries.

Following a Hyphen

Do not initial cap a word following a hyphen unless it appears in:

- A-, B-, or C-headers
- Table column headers above the thick rule (headers that run across the top)
- A bold run-in that functions as a header above a table
- Certain proper names, company names, or product names
- A size designation such as X-Small or XXX-Large
- A compound modifier beginning with a number (i.e., 10-Digit LCD) when it appears at the beginning of a sentence or a chart entry

Examples

Chemical-resistant surface (Body copy, footnotes, etc.)

Low-profile design. Tallest unit is only 4" high (10.2cm)... (Bold run-in in body copy)

Optimum binding of anchorage-dependent cells (D-head)

The Traceable* Full-Scale Thermometer is ideal for use in incubators. (Product name in body copy)

Fisherbrand* Heavy-Duty Single-Stage Regulators (C-head)

Single-Range Models (Table header)

Scratch-Resistant Touchscreen. (Bold run-in header)

Perkin-Elmer (Company name in body copy)

Features an easy-to-read 10-digit LED display. (Modifier beginning with a number)

10-Digit LED display is easy to read. (Modifier with number at beginning of sentence)

Government Specifications

Initial cap only when referring to a specific standard or specification. For more information, see *Government Organizations and Specifications,* p. 2-19.

Examples

ASTM Standard 2025

US EPA SW-846 Method 5035

Conforms to ASTM standards.

Conforms to ASTM specifications.

Meets FDA specifications.

Headers

See Headers Section, starting on p. 2-20.

Latin Terms

Genus is initial capped; species is all lowercase.
Note: Latin terms are no longer italicized. This includes words such as in vitro, in vivo, etc.

Examples

Staphylococcus aureus
Escherichia coli

Model, System, Series

Initial cap the words "Model," "System," and "Series" when referring to a specific model, system, or series. Moreover, initial cap the product name if it contains a company name or a specific product name as specified in the headline. The same rule applies when referring to a specific catalog number. (See *Product Names* under Capitalization, p. 2-9).

Examples

Model 261 meter
Orion* Model 261 Conductivity Meter
Models 145 and 147 heating baths
Isotemp* Models 145 and 147 Heating Baths
Comes with 15-230-01 repair kit.
Comes with 15-230-01 Fisherbrand* Instrument Repair Kit
Culturette II System
5810 Series
Corning 300 Series meters
Corning 300 Series Benchtop Conductivity Meters
Series 14809 racks
Series 14809 No-Wire* Bottle Racks

Modes

Initial cap the names of modes (i.e., "Features Timing and Toggle modes.")

Product Names

After a Catalog Number

Whenever a product name, such as "durometer," "sample cup," etc., appears after a Fisher or vendor catalog number, initial cap the name only if it is a specific product name as specified in the headline, or is an abbreviated version of the headline. The same rule applies when referring to a specific model number, system, or series (see *Model, System, Series* under Capitalization, p. 2-8).

Examples

14-202 durometer
14-202 Corning Durometer
01-520-05 sample cup
14-202 platform head with 12-811-6F probe
02-402 Fisherbrand Digital Weather System
02-402 weather system

In Body Copy, Bold Run-Ins, and Tables

Whenever a product name appears in body copy, bold run-ins, and tables, initial cap only if the name is a *specific* product name as specified in the headline, or is an abbreviated version of the headline.

Examples

The New Brunswick Classic Platform Shaker provides digital alarms and feedback control.

Offers all of the advantages of the other Classic C-Line Shakers.

This platform shaker provides digital alarms and feedback control.

The Fisherbrand* Digital 1" Pocket Thermometer comes with protective case and pocket clip.

Fisherbrand* Pocket Thermometers come with protective case and pocket clip.

The Digital 1" Pocket Thermometer comes with protective case and pocket clip.

These pocket thermometers come with protective case and pocket clip.

Section

Initial cap when referring to a specific catalog section by name (i.e., Safety Section).

Tables

Headers

Always initial cap. **Note:** Some abbreviations that are lowercase in body copy and in table content should be all caps in table headers (exception: if the abbreviation appears in parentheses).

Examples

Max. RPM	Cat. No.	Each

Max. RCF	Cat. No.	Each

SCFM	Cat. No.	Each

NMWCO (kDa)	Cat. No.	Each

I.D. (mm)	Cat. No.	Each

Range (ppm)	Cat. No.	Each

Subheaders and General Content

Initial cap only product names that specify the item being sold (i.e., Upper Sealing Ring). Other words that *describe* the items (silicone, 29mm opening) should appear lowercase.

Examples

Diameter	Cat. No.	Each
With minispike outlet		
13mm	**09-730-120**	24.95
15	**09-730-121**	27.35
25	**09-730-122**	36.92
30	**09-730-123**	39.98
With male outlet		
4mm	**09-730-124**	46.53
13	**09-730-125**	48.83
With Kontes Filtration Assemblies		
25mm	**09-730-127**	67.29
30	**09-730-128**	72.93

Description	Cat. No.	Each
Glass Adapter only	**K410170-3220**	18.50
Upper Cap, PBT, GL-32, 20mm opening	**K410170-3221**	2.80
Upper Sealing Ring, silicone, 29mm opening	**K410170-3222**	8.40
Lower Cap, PBT, GL-45, 34mm opening	**K410170-3223**	4.80
Lower Sealing Ring, silicone/PTFE, 42mm	**K410170-3224**	14.90
Tubing Adapter Assembly, 1" x 13-425	**K410170-3225**	5.80

For more information on tables, see Part B, Ordering Tables and Specification Charts, starting on p. 2-42.

Usage

The words and phrases below should be capitalized as indicated in the examples that follow.

Examples

Bunsen burner
Class I, Group C and D hazardous atmospheres
Class M3.5 (Class 100 cleanroom use)
Coplin jars
Domestic Model
Erlenmeyer flask
Fernbach flask
International Model
Mason jar
Millipore Filter Holders, Contd.
Northern blot
Note:
Ordering Information:
Reader Service Card No.
See also:
Series 112 incubator
size 112 shirt
Southern blot
Specifications (Initial cap in chart header.)
Specifications and Ordering Information:
"To Contain"
"To Deliver"
"To Deliver/Blow Out"
Type 316 stainless steel
Type K Probe
Type 1 borosilicate glass
Type 1, Class B
USP XXII Class VI Criteria
Western blot

Nalgene* Square HDPE Bottles

Square shape saves shelf space. High-density polyethylene. Polypropylene screw closures provided. Ideal for transporting samples. Leakproof.

Screw Cap Size	Cat. No.	Case of 72
28mm-400	**03-312A**	48.50
38-400	**03-312B**	52.00
43-400	**03-312C**	63.00

Alliteration.

Conversions

English measurements are given first, followed by metric equivalents. In some cases, the metric measurement appears first (i.e., items calibrated in metric sizes or quantities). Temperatures are listed metric (°C) first, followed by English (°F). For thermometers calibrated in only °C or °F, list those ranges alone, with no conversions.

When converting inches to centimeters: For conversions less than or equal to eight inches, round to the nearest tenth [i.e., 3" (7.6cm)]. For conversions greater than eight inches, round to the nearest whole number [i.e., 10" (25cm)].

Note: In several sections (i.e., Tubes), measurements are listed without conversions. When in doubt, consult previous editions of the catalog.

Examples

Inches to centimeters:	2" (5.1cm)
Feet to meters:	8' (2.4m)
Cubic feet to liters:	21.9 cu. ft. (620L)
Cubic feet to meters cubed:	0.14 cu. ft. (0.004m^3)
Pounds to kilograms:	460 lb. (208kg)
Ounces to milliliters:	2 oz. (59mL)
Ounces to grams:	3 oz. (85g)
Drams to milliliters:	¼ dr. (1mL)
Inches to millimeters:	3" (75mm)
Liters to quarts:	12L (13 qt.)
Gallons to liters:	55 gal. (208L)
Degrees Celsius to Degrees Fahrenheit:	4°C (39°F)
Milliliters to ounces:	500mL (16 oz.)
Liters to ounces:	1L (32 oz.)
Liters to gallons:	4L (1 gal.)
Micrometers to mils	101µm (4mil)
Bar to psi	2.9 bar (42psi)

For conversion formulas, see *Conversion Tables,* p. 6-11.

Cross-References (X-Refs)

See *Boxes and Fillers,* p. 2-2.

Electrical Requirements

Volts

Most electrical equipment in the United States works at 120V. Although most of North and South America, the Caribbean, and Japan operate at 110 to 120V, most countries in Europe and other parts of the world have 220V electrical outlets. References to 110 or 220V are approximate. Actual voltage may vary in either case; however, the amount of variance from the "official" voltage is generally insignificant. Consequently, you will often see voltages expressed as a range (i.e., 110 to 115V). In addition, some equipment can operate at multiple voltages, which is expressed as a series (110/120/220/240V).

Hertz

The frequency of alternating current varies. In North America, it's 60Hz; in Europe and in most other parts of the world, it's 50Hz. For example, in the United States, the common household electrical supply is at 60Hz, meaning that the current changes direction or polarity 120 times, or 60 cycles, a second. In Europe, line frequency is 50Hz, or 50 cycles per second. Some equipment in the US and overseas can operate at either 50 or 60Hz.

A product that has international electrical requirements should be identified as an "International Model." This phrase may appear in body copy or in charts (sometimes in parentheses following the V/Hz numbers) or as a footnote.

Usage

Electrical units should appear in catalog copy as they appear in the example box that follows.

Examples

Unit	Abbreviation	As used in copy
Volts	V	115V
Hertz	Hz	50Hz
Amps	A	20A
Watts	w	15w
Volt Ampere	VA	115/230VAC 50/60Hz, 50VA
Volts, Alternating Current	VAC	110VAC
Volts, Alternating Current/Direct Current	V AC/DC	110V AC/DC
Volts, Direct Current	VDC	12VDC
Direct Current	DC	See examples above.
Ohm	ohm	3ohm, 3^{2}ohm
Megohm	megohm	1 to 100megohms
Kilohm	kilohm	>3.3kilohm load
Kilohm per centimeter	kilohm•cm	175kilohm•cm
Megohm per centimeter	megohm•cm	100megohm•cm
Milliampere (1/1000th of an amp)	mA	300mA
Microampere	µA	20µA

Domestic	International
115V 50/60Hz	220V 50Hz
115V 60Hz, 4A	230V 50/60Hz, 90w
115V 50/60Hz, 20A, 15w	240V 50/60Hz, 1.1A, 260w
115VAC 60Hz	240V 50Hz
115V 60Hz, 300w	100V 50/60Hz
120VAC 50/60Hz, 500w	127-220V 50Hz
120V 60Hz	120V 60Hz
208/240 50/60Hz	250V 50Hz

Note: Do not use the phrase "Power Requirements" in a table header. Use one of the following:
Electrical Requirements
Electrical Reqts.
Elec. Reqts. (tables only)

Fisher Referents

The Fisher referents below should appear in copy as shown.

Examples

Fisher accumet†
Fisher BioReagents
FisherBiotech
Fisher*brand*
FisherChemical
Fisher Customer Service Representative
Fisher*finest*
FisherFresh
Fisher Hamilton
Fisher HealthCare
Fisher Isotemp†
Fisher Marathon†
FisherPak
Fisher Safety
FisherTab

†These referents should appear as shown the first time they occur on a coupon (usually in a headline). Omit "Fisher" from all subsequent occurrences.

Footnotes

All Footnotes

- Always use numbered footnotes unless they can be confused with exponents; then use daggers.
- Footnotes should be set in lightface italics and end with a period. The superscript number or full-sized dagger should be bumped to text.

Examples

[1]Door open for 30 seconds.
†Use of vacuum-tubing clamp recommended.

- A footnote number or symbol should appear after any punctuation.

Examples

operating;[1]
operating.[2]
operating,†

- Place a footnote symbol on the outside of an ending parenthesis only if it refers to the entire sentence or phrase within the parentheses. Otherwise, attach it to the specific word within the parentheses to which it applies.
- Footnotes also can appear on the bottom-left of a page or under ordering tables or specifications charts.
- If a footnote includes a Fisher catalog number with the price, the Cat. No. should be bold.

Example

†Single-stage regulators are available in the 0 to 450psi delivery range; order Cat. No. ***10-560-4A,*** *Ea./258.82.*

Dagger Footnotes

A dagger should be the same font, size, and style as the text to which it is attached (exception: daggers attached to blue headers or blue catalog numbers should be black). The order of daggers from top to bottom should be single, double-bar, side-by-side, and three abreast.

Examples

†
‡
††
†††

Numbered Footnotes

- Numbered footnotes should appear in ascending numerical order on a catalog page, starting at the top of the leftmost column and proceeding as you would when reading any printed page.
- If numbered footnotes might be confused with exponents, use daggers.

Other Footnotes

Examples

**Trademark. For ownership, see listing at end of the Alphabetical Index.*
(This appears on the bottom-left of even-numbered pages in the general catalog.)

∇Refrigerate as detailed on label.
(Always use the inverted delta for this footnote and list it after the other footnotes.)

†Source: J&W Scientific.
(If alone under a chart, italicize; if under other italicized footnotes, leave it Roman.)

†Source: J&W Scientific, Hewlett-Packard, and SGE.

†The Polymerase Chain Reaction (PCR) process is covered by U.S. Patents 4,683,202; 4,683,195; and 4,965,188 or their foreign counterparts owned by Roche Molecular Systems, Inc. and F. Hoffmann-La Roche Ltd. No license under these patents to use the PCR process is conveyed expressly or by implication to the purchaser by the purchase of this product.

Fractions

- Use fractions for English measurements and decimals for metric. (Note exceptions in Examples box below.)

Examples

$31\frac{1}{4}$" (79cm)

$\frac{1}{2}$ pt. (0.24L)

Exceptions

List English measurements in decimal form when they are:

- Less than 0.03125 (fractional equivalent: $\frac{1}{32}$);
- Square or cubic inches, feet, or yards;
- Inches of mercury ("Hg); or
- Psi or psig.

- Round all fractions to the nearest quarter, half, or eighth. To convert a decimal to its "Fisherized" fraction equivalent, use the table that follows. (Note exception below.)

Decimal Range	Fraction
<.0625	(None)
.0626 to .1875	1/8
.1876 to .3125	1/4
.3126 to .4375	3/8
.4376 to .5625	1/2
.5626 to .6875	5/8
.6876 to .8125	3/4
.8126 to .9375	7/8
>.9376	(Next whole number)

Examples

7.625" = 7 5/8"
63.05" = 63"
1.95" = 2"
2/5" = .4" = 3/8"
17/64" = .266" = 1/4"

Exception

If you're writing about products that require more precise measurements (i.e., some types of tubing), then you may use more precise fractions (i.e., 1/16, 1/32) or their decimal equivalents. In these cases, there is no need to round to the nearest quarter, half, or eighth. (Use the table that follows.) Keep in mind:

- If the smallest value in the vendor literature is less than 0.03125 (1/32), then use decimals throughout the ordering table, even though some of the subsequent values may exceed 1/32.
- If the smallest value in the vendor literature is 1/32 (0.03125) or greater, then use fractions throughout the table.

Decimal	Fraction
.0312	1/32
.0625	1/16
.0937	3/32
.125	1/8
.1562	5/32
.1875	3/16
.2187	7/32
.25	1/4
.2812	9/32
.3125	5/16
.3437	11/32
.375	3/8
.4062	13/32
.4375	7/16
.4687	15/32
.5	1/2

Decimal	Fraction
.5312	17/32
.5625	9/16
.5937	19/32
.625	5/8
.6562	21/32
.6875	11/16
.7187	23/32
.75	3/4
.7812	25/32
.8125	13/16
.8437	27/32
.875	7/8
.9062	29/32
.9375	15/16
.9687	31/32
1	1

Government Organizations and Specifications

Organizations and Specifications

On a printed catalog page, spell out an organization's name on the first occurrence, followed by the acronym in parentheses. Abbreviate all subsequent occurrences (exceptions: frequently occurring organization names, such as ASTM, OSHA, ANSI, CSA, EPA, DOT, etc.) For a complete list of government organizations, specifications, and examples of usage, see the chart below.

Acronym	Organization/Specification	Example of Usage
ACS	American Chemical Society	----
ADA	Americans with Disabilities Act	----
ANSI	American National Standards Institute	ANSI Z11.38
AOAC	Association of Official Agricultural Chemists	AOAC Method Ic252
APHA	American Public Health Association	APHA 104A
ARI	Air-Conditioning and Refrigeration Institute	----
ASTM	American Society for Testing and Materials	ASTM D 3578-91
AWWA	American Water Works Association	----
CDC	Centers for Disease Control	Meets CDC guidelines
CE	Conformite Europenne	CE listed CE marked
CFR	Code of Federal Regulations	OSHA 29CFR1910.903
CSA	Canadian Standards Association	CSA approved (not CSA certified) CSA Z94.3-1992
CSR	Center for Scientific Research	FDA CSR21-177.1315
DOT	United States Department of Transportation	DOT 49CFR173.3
EIA	Electrical Industries Association	----
ETL	Edison Testing Laboratory	ETL listed
FCC	Federal Communications Commission	----
FDA	Food and Drug Administration	FDA CSR21-177.1315 (Never "FDA approved")
Fed. Spec.	Federal Specifications	Fed. Spec. NNN-B-795 Fed. Spec. NNN-B-1493, Type I, Style III
FM	Factory Mutual	FM approved
IEC	International Electrochemical Commission	----
IEC	International Electrotechnical Commission	----
IEEE	Institute of Electrical and Electronic Engineers	IEEE 488 IEEE-488 interface
IOLM	International Organization for Legal Measurement	English version of OIML (see below)
ISO	International Standards Organization	ISO-9001-certified facility
MIL-STD	Military Standard	MIL-STD-105E
MSHA	Mine Safety and Health Administration	----
NEC	National Electrical Code	----
NEMA	National Electrical Manufacturers Association	Grounded NEMA 5-15P plug
NESF	National Electrical Safety Foundation	----
NFPA	National Fire Protection Association	NFPA Code 30 requirements
NIOSH	National Institute for Occupational Safety and Health	NIOSH 42 CFR 84
NIST	National Institute of Standards and Technology	(See *NIST Wording* on next page.)
NSF	National Sanitation Foundation	NSF listed NSF 51 Standard
OIML	Organisation Internationale de Metrologie Legale	Equivalent to OIML E2 standards
OSHA	Occupational Safety and Health Administration	OSHA 29CFR1910.903
SEI	Safety Equipment Institute	SEI certified to meet ANSI 2358.1-1998
TCLP	Toxicity Characteristic Leaching Procedure	----
TIA	Telecommunications Industry Association	----
UL	Underwriters Laboratories	UL listed
ULC	Underwriters Laboratories of Canada	ULC listed
UN	United Nations	UN approved
USDA	United States Department of Agriculture	USDA 3-A Sanitary Standards
USEPA	United States Environmental Protection Agency	U.S. EPA 40CFR136
USP	United States Pharmacopeia	Meets U.S. Pharmacopeia Class VI criteria USP XXII Class VI Criteria
WEF	Water Environment Federation	----
WPCF	Water Pollution Control Federation	(Now the Water Environment Federation [WEF])

NIST Wording

When referring to the National Institute of Standards and Technology (NIST), we are legally obligated to use language that is consistent with one of the phrases below.

Examples

A certificate is provided to indicate instrument traceability to standards provided by the National Institute of Standards and Technology (NIST).

Each instrument is individually calibrated against National Institute of Standards and Technology (NIST) traceable equipment. A certificate is provided, outlining the traceability, tests, and results.

Each instrument is individually calibrated and certified against equipment whose calibration is traceable to the National Institute of Standards and Technology (NIST).

Each instrument is supplied with a serial-numbered certificate to indicate traceability to standards provided by the National Institute of Standards and Technology (NIST).

Headers

A-, B-, and C-Headers

- Initial cap all words except for connectors (and, with, or, etc.); set bold.
- Headers that appear in write-ups representing Fisher-labeled products (i.e., Fisherbrand items) or Fisher-manufactured products should be blue, with the exception of the C-headers that follow.
  Note: Some catalogs (i.e., Lab Essentials) do not follow this convention.

  Specifications
  Ordering Information:
  Specifications and Ordering Information:
  ABC Product, Contd.
  Contd. on next page.

  Note: Footnote symbols that are attached to blue headers are not marked blue.

Common C-Headers

Some common C-headers are shown in the examples that follow. For more information on C-headers that appear above ordering tables, see *Headers and Bold Run-Ins Above a Table,* below.

Examples

Accessories
Accessories and Replacement Parts
Accessories for XYZ Product
Contd. on next page.
Specifications
XYZ Product, Contd.

D-Headers

- Initial cap the first word only; bold; italics.
- More than one D-header gets bullets.

Examples

Re-engineered for improved performance

- ***Guaranteed sterile***
- ***One-hand opening and closing***
- ***No condensation on media***

Headers and Bold Run-Ins Above a Table

Headers above tables can be either a C-header or a bold run-in, as shown in the examples that follow. When a bold run-in appears as a header above a table, with or without text following it, initial cap the run-in only if it specifically names an item being sold (i.e., "Coupling Inserts"). If the run-in *describes* an item (i.e., With 950mL round amber bottle), then do not initial cap. (Exception: the phrase "Ordering Information:")

Examples

C-Headers

Accessories
Accessories and Replacement Parts
Accessories for Fisher Isotemp Furnaces
Measurements and Capacities
Ordering Information:
Specifications and Ordering Information:
Ordering Information: Labsystems Finnpipette* Digital Pipetters

Ultima II Series Upright Freezers—Specifications and Ordering Information:

Specifications and Ordering Information for Labsystems Finnpipette* Digital Pipetters

Ordering Information: Labsystems Finnpipette* Digital Pipetters, Contd.

Bold Run-Ins

Interchangeable Racks for Centrifuge Tubes.

Description	Cat. No.	Each
For 0.5mL tubes	**12-009-11**	21.40

For centrifuge tubes.

Description	Cat. No.	Each
Floating Rack	**14-320**	53.00

Ordering Information: The Rotary Cell Culture System consists of rotor base, power supply, four disposable polycarbonate 50mL culture cells, and operations manual.

Description	Cat. No.	Each
Culture System	**15-290-38**	198.53

With 950mL round amber bottle.

Description	Cat. No.	Each
Repipet* Dispensers	**13-480-91**	98.50

Replacement Parts.

Description	Cat. No.	Each
Sample Adapter	**18-999-1893**	17.30
Corrosive-gases Adapter	**18-999-1894**	17.30

96-Well Plates.

Well Shape	Cat. No.	Case of
Round	**07-200-105**	50/103.00
Flat	**07-200-98**	75/108.00

Table Headers

Initial cap all words except for connectors (and, with, or, etc.); set bold. Abbreviate where space is limited (i.e., Electrical Reqts.).

Examples

Exhaust Collar I.D.	Interior and Work Surface	Electrical Reqts.	Cat. No.	Each
11" (28cm)	PVC	115V 60Hz	**16-307-6**	21.40

For other formatting relating to headers (font sizes, etc.), see Section 2, Part C, Layouts, p. 2-52.

Measurements

Convention	Examples	Exceptions
Order		
List English measurements first, followed by metric conversions in parentheses.	18" (46cm) Flask is 4" high (10.2cm) Flask's 4" (10.2cm) height 5" diameter (12.7cm) sieves.	**For those items calibrated in metric** sizes or quantities, list the metric only. **For those items calibrated in English** sizes or quantities, list the English only. Temperatures are usually listed in metric (°C) first, then English (°F). Some items, such as some tube closures, list metric before English.
Punctuation		
Use periods after English abbreviations, not after metric abbreviations.	lb., oz., cm, mL	----
Bumping		
Do not bump English abbreviations; do bump metric.	25 lb. (25g) 12 gal. (45.5L)	Hg (i.e., 0.2"Hg, 29MPaHg, 34mmHg) mil (i.e., 23mil thickness) psi and psig (i.e., 30psi, 10psig) (For additional exceptions, see *Abbreviations and Acronyms* list, starting on p. 6-3.
Fractions/Decimals		
Use fractions for English measurements and decimals for metric.	31¼" (79.4cm) ½ pt. (0.24L)	The following English measurements are expressed in decimal form: very small measurements (i.e., 0.029"); square or cubic inches, feet, yards; Hg; psi and psig
Inch/Foot Symbols		
Use the " and ' symbols in copy and tables, not "in." and "ft."	1" (2.5cm) 13' (4m)	Write out square and cubic expressions (i.e., 8 cu. in. or 10 sq. ft.) Inch and foot symbols will always appear as "in." and "ft." on the Fisher Web Site.
Squares/Cubes		
Use "sq. ft." and "cu. ft.," not $ft.^2$ and $ft.^3$	30 sq. ft. 5 cu. ft.	----
Zeros		
For English and metric values of less than one that are expressed in decimals, the decimal point is always preceded by a zero.	0.0055" 0.95 cu. ft.	----

Dimensions

With the front of the product facing the user

Exterior

When expressing the length, width, and height of the exterior of a product, use the order L x W x H.

Front to back: Length (L)
Side to side: Width (W)
Top to bottom: Height (H)

Interior Chamber, Front Opening (i.e., ovens, incubators, furnaces)

When expressing the dimensions of the interior chamber of a product whose door opens from the front, use the order D x W x H.

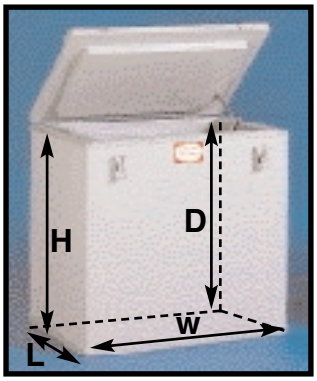
Front to back: Depth (D)
Side to side: Width (W)
Top to bottom: Height (H)

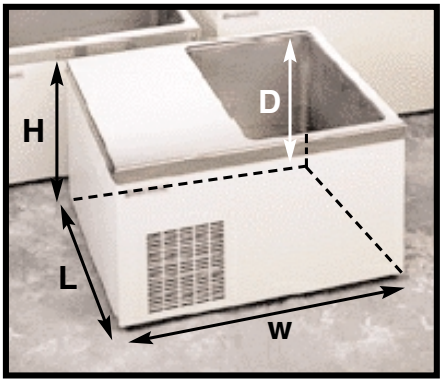
Interior Chamber, Top Opening (i.e., tanks, sinks, circulators)

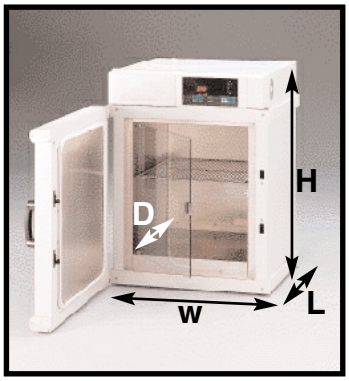
When expressing the dimensions of the interior chamber of a product whose door opens from the top, use the order L x W x D.

Front to back: Length (L)
Side to side: Width (W)
Top to bottom: Depth (D)

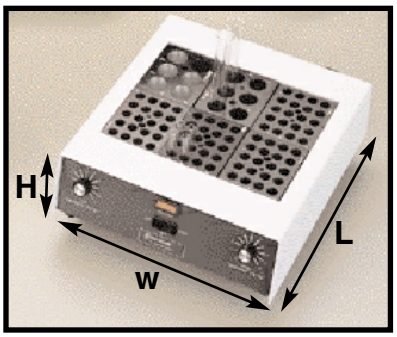
Please see accompanying photos on next page.


H
D
W
L


H
D
L
W


H
D
W
L


H
W
L
Overall L x W x H.


H
L
W

Usage

The dimensions below should appear in copy as indicated in the examples that follow.

Examples

Dimension	Example 1	Example 2
Length	**3L** x 5W x 8"H (**7.6** x 12.7 x 20.3cm)	28cm **long** (11")†
Width	3L x **5W** x 8"H (7.6 x **12.7** x 20.3cm)	28mm**W** (11") or 28mm **wide** (11")
Height	3L x 5W x **8"H** (7.6 x 12.7 x **20.3cm**)	28cm**H** (11")
Depth	**3D** x 5W x 8"H (**7.6** x 12.7 x 20.3cm)	28cm**D** (11")
Diameter	3" **dia.** (7.6cm)	3" **diameter** (7.6cm)
Inside Diameter	5/16" **I.D.** (8mm)	----
Outside Diameter	13/32" **O.D.** (10mm)	----

L x W x H: 2 x 3 x 4" (2.4 x 7.6 x 10.2cm).
I.D. x H: 1 x 12" (2.4 x 31cm).
Dimensions: 16L x 15W x 20"H (41 x 38 x 51cm).
Exterior dimensions: 41L x 33W x 46"H (104 x 84 x 117cm).
Each model measures 21L x 24W x 28"H (54 x 61 x 72cm).
Length is 27" (69cm).
Flask is 4" high (10.2cm).
Flask's 4" (10.2cm) height is ideal.
With 1 dia. x 6"L (2.5 x 15.2cm) probe.
With 2 diameter x 4" long (5.1 x 10.2cm) stir bar.
Dimensions: 5" I.D. x 7"L.
Accepts tubing 3 to 8" I.D. (7.6 to 20.3cm).
Roll W x L: 2" x 150' (5.1cm x 45.7m)
Fit all 12" diameter (31cm) sieves.

†*Do not use mmL and cmL since "mL" may be confused for milliliters. However, mmW, mmH, and mmD are okay to use.*

Keep in Mind...

- Depending on the product, there is not always a well-defined front side (i.e., carts). In this instance, the writer should use his or her best judgement and choose one side to represent the front, being consistent throughout the section.
- Depth is always an interior measurement.
- Length and width do not apply to round products. For instance, a shallow concentric ring bath would measure 8 dia. x 3"D (20.3 x 7.6cm).
- Use the order L x W x H or D x W x H (LxWxH, DxWxH in tight charts).
- Use either dia. x L or diameter x length (*both* abbreviated or *both* written out).

Numerals

Convention	Examples	Exceptions
Spelling Out vs. Numeral		
Spell out numbers zero through nine; anything above that, write as a numeral.	Includes pack of nine fasteners. Includes pack of 100 fasteners. 99 two-liter bottles 563 two-liter bottles One two-liter bottle Kits include eight to 12 clamps.	**When a number above 10 starts a sentence, spell it out** (use a hyphen to join numbers from twenty-one to ninety-nine). *Example:* Thirty-five pipet tips are included. **When the number is a measurement, write as a numeral.** *Example:* Available in 1 to 3" diameters. **When two of the same number occur side-by-side, or to avoid ambiguity, spell out the numeral.** *Examples:* Two 2-liter bottles Thirty 30-liter bottles Thirty-six 13mm squares Fifty 30-liter bottles Three hundred 30-liter bottles
Numeral as First Word		
Do not begin a sentence with a numeral.	----	If space is extremely limited, then it's okay to begin a sentence with a numeral.
Punctuation		
Insert a comma for numbers 10,000 and above	9000 10,000 36,000 240,000	----
Zeros		
For numerals less than one that are expressed in decimals, the decimal point is always preceded by a zero.	0.0055" 0.95 ft.	----

Paragraphs

Bold Notes

Use a bold note within a paragraph to set off important information. (Bold notes also may appear in footnotes.)

Example

Can be radiation-sterilized. Light-gray body with charcoal-gray latch. **Note:** Body and insert are required for a full coupling.

Bold Run-Ins

Use Bold run-ins at the beginning of a paragraph to make a product's features, benefits, or specific model numbers stand out from the rest of the copy. Run-ins, which may or may not end with punctuation, should be as concise as possible, running no longer than two lines. For rules on capitalization in bold run-ins, see *Bold Run-Ins* under Capitalization, p. 2-4.

Examples

Enhanced capabilities. The 960 also can perform more than one discrete measurement in the same beaker by linking two or more methods together in a sequence.

Ordering Information: The Rotary Cell Culture System consists of rotor base, power supply, four disposable polycarbonate 50mL culture cells, and operations manual.

Expert laboratory planning and installation is available through our local full-service dealers. Our expert lab designers can assist you in planning your laboratory.

Indentation

Indent all paragraphs except the first paragraph and paragraphs beginning with bold run-ins.

Line Breaks

At the end of a line, break a word between syllables only. Do not break up catalog numbers, brand names,

trademarks, or words and phrases that are already hyphenated (i.e., anti-rat, chemical-resistant). In addition, do not separate a number from its unit of measurement.

Widows and Orphans

Do not end a paragraph with a widow (a partial word). It's okay to end a paragraph with an orphan (a whole word).

Examples

Incorrect:
Easy Reader tubes feature black printed graduations that are evenly spaced to enhance readability, without sacrificing precision.

Correct:
Easy Reader tubes feature black, printed graduations that are evenly spaced to enhance readability, without sacrificing precision.

Pluralization

- When pluralizing numerals, acronyms, symbols, and capital letters that stand alone, do not use an apostrophe before the "s" (i.e., 1990s; As, Bs, and Cs; BTUs).
- In copy, use "Cat. Nos." to indicate multiple catalog numbers. In chart column headers, use "Cat. No."

Punctuation

Bold Run-Ins

Place a period at the end of bold run-in lines introducing paragraphs, even if they're not complete sentences (exceptions: see the two lowermost examples below).

Examples

Enhanced capabilities. The 960 also can perform more than one descrete measurement in the same beaker by linking two or more methods together in a sequence.

Ordering Information: The Rotary Cell Culture System consists of rotor base, power supply, four disposable polycarbonate 50mL culture cells, and operations manual.

Expert laboratory planning and installation is available through our local full-service dealers. Our expert lab designers can assist you in planning your laboratory.

Commas in a Series

Always include the last comma in a series; it helps readability and reduces ambiguity.

Example

Microscope includes eyepiece, objectives, stage, focus control, and quartz halogen lamp.

Footnotes

- List punctuation first, followed by the footnote symbol or numeral.

Examples

operating;†
operating,[1]
operating.[2]

- Place a footnote symbol on the outside of an ending parenthesis only if it refers to the entire sentence or phrase within the parentheses. Otherwise, attach it to the specific word within the parentheses to which it applies.

Headers

Most headers do not have punctuation after them. However, there are a few exceptions, as shown in the examples that follow.

Examples

Ordering Information:

Specifications and Ordering Information:

Ultima II Series Upright Freezers—Specifications and Ordering Information:

Ordering Information: Labsystems Finnpipette* Digital Pipetters

Ordering Information: Labsystems Finnpipette* Digital Pipetters, Contd.

Contd. on next page.

Replacement Inserts. (When a bold run-in functions as a header above a table.)

Hyphens

Compound Modifiers

- When two or more words are used together to describe a noun, use a hyphen to link the words in the modifier unless 1) the first word of the modifier is an adverb ending in "ly"; or 2) the second word of the modifier is abbreviated, as in the phrase "60 yd. lengths." (Note: "60-yard lengths" is preferred.)

Examples

salt-free compound
chemical-resistant surface
stainless-steel racks
FDA-approved practices
up-to-date methods
L-shaped bracket
easily adjustable temperature

- When the first word of a three-word modifier modifies the last two words, use an en-dash between the first two words (i.e., ultra–chemical-resistant; three–decimal-place).

- When the first two words of a three-word modifier modify the third word, use an en-dash between the last two words (i.e., circuit-breaker–protected; ISO-9002–certified facility). The same applies when the first three words of a four-word modifier combine to modify the fifth word (i.e., Teflon*-fluorocarbon-resin–coated collector).
- When the modifier occurs after the verb, do not use the hyphen (i.e., The surface is chemical resistant; Gloves are hand specific).

Double Vowels, Ambiguity

Use a hyphen to avoid ambiguity and double vowels as shown below.

Examples

re-treat (Not "retreat")
re-sort (Not "resort")
un-ionized (Not "unionized")
small-business men (Not "small businessmen")
anti-intellectual (Not "antiintellectual")
re-enter (Not "reenter")

Numerals and Fractions

Use a hyphen to join numbers from twenty-one to ninety-nine and to join spelled-out fractions that are used as modifiers, as in "one-fourth liter."

Prefixes

Use a hyphenated prefix when the word following the hyphen is capitalized (i.e., mid-Atlantic; pre-Columbian; non-Euclidean). Also use a hyphen with the prefix "self-" (i.e., self-sealing). Do *not* use a hyphen with the following prefixes:

anti[1]	**multi**	**pro**
de	**non**	**re**[2]
macro	**out**	**semi**
micro	**over**	**ultra**[3]
mid	**pre**	**un**[4]

[1]*Exceptions: anti-rat, anti-goat, anti-mouse, anti-suckback, anti-intellectual*
[2]*Exceptions: re-enter (to separate double vowels), re-creation (to avoid ambiguity), re-treat, re-sort*
[3]*Exception: ultra-low frequency (ULF)*
[4]*Exception: un-ionized*

Suspensive Hyphenation

Use suspensive hyphenation as shown in the examples that follow.

Examples

chemical- and corrosion-resistant surface
long-, short-, and intermediate-term rates
four- or five-liter gas tanks

Note: Do not use suspensive hyphenation for the following terms: darkfield, lightfield, overtemperature, and undertemperature.

Incorrect
dark- and lightfield accessories
over- and undertemperature

Correct
darkfield and lightfield accessories
overtemperature and undertemperature

For rules on capitalization following a hyphen, see *Following a Hyphen* under Capitalization, p. 2-7.

In Bold and Italic Text

Punctuation occurring at the end of bold or italic text should match the format of the text. In other words, if the text is bold, the punctuation should be bold; if the text is italic, the punctuation should be italic.

Photo Captions

Use a period at the end of the caption if it's a complete sentence (exception: if the caption is followed by a parenthetical reference that is a complete sentence).

Examples

17-292-1A

17-380-5B and -5C

13-683-15 Disposable Coliwasa

RS-232-C cable and mount available. (Contact your Fisher Customer Service Representative for details.)

13-685-34. (Contact your Fisher Customer Service Representative for details.)

13-640-282 shown with 13-636-8 electrode holder (not included)

21-380-2C. (Order tips separately.)

Model M4C, shown equipped with supplied exhaust filter and hose adapter

The AR20 Meter, shown with optional electrode support. (Bracket for electrode support is supplied with the meter.)

Model 445 meter package. (See components at left.)

Quotation Marks

- Periods and commas go inside quotation marks.
- Colons, semicolons, question marks, exclamation points, and dashes go inside quotation marks when they apply to the quoted matter only; when they apply to the whole sentence, they go outside.

Example

Several colors are useful in testing, including “red,” “green,” and “orange”; other applications require “white” or “blue.”

Trademarks

Punctuation goes outside of the asterisk.

Example

Product is made of Tyvek*.

Ranges and Series

Express ranges and series as shown in the examples below. To indicate a range in copy or in tables, spell out "to" when possible; otherwise, use an en-dash (–). Don't use a hyphen to indicate a range except in tables where space is limited.

Examples

	Ranges	Series
Voltages	110 to 115V	110/120/220/240V
Temperature	121° to 132°C (250° to 270°F)	40°, 60°, and 70°C
Percent	10 to 12%	10, 20, and 30%
Units	2 to 3" (2.4 to 7.6cm) 380 to 800nm Accepts tubing from 3 to 8" I.D. (7.6 to 20.3cm).	300, 400, and 500nm 0.01, 0.1, 1, 10cm^{-1}
Cat. Nos.	18-567-01 to -35 11-392-40A to -40D 21-328C to -328F	18-567-01, -02, -03, and -04 21-232A, B, C, D, and E 13-682-01, -02, and 13-699-12
Misc.	Adjustable from six to 23 orbits	----

Sizes

- Sizes should appear as shown in the chart that follows.
- In copy, sizes should always be written out.
- In ordering tables and specification charts, sizes can be written out or abbreviated, depending on the section. For example, in the Apparel Section, sizes are written out; in the Gloves Section, they are abbreviated.
- When expressing a specific size in copy, do not initial cap the word "size" or the item itself (i.e., Includes a size 16 gasket).

Size	May Appear As
Extra Small	X-Small XS Extra Small
Small	S Sm. Small
Medium	M Med. Medium
Large	L Lg. Large
Extra Large	XL X-Large Extra Large
XX-Large	XXL XX-Large
XXX-Large	XXXL XXX-Large
XXXX-Large	XXXXL XXXX-Large

Temperature

Degree Symbol

The degree symbol is *always* bumped to its number. *Never* delete it as you would with other units of measure that appear in a series or a range.

Examples

121° to 132°C
52°, 70°, 132°, and 200°C
45°C, calibrated in °F

Temperature
10°C
20°
30°
40°

Metric vs. English

List Celsius (°C) first, followed by the Fahrenheit (°F) conversion (exception: thermometers calibrated in only °C or °F have those ranges alone listed, with no conversions).

Examples

121°C (250°F)
–170° to +1000°C/–274° to +1832°F

Ranges

If a temperature range includes a negative temperature, then mark all temperatures as either positive or negative. In text, if both temperatures are positive, do not include a symbol. In charts containing temperatures with even one negative sign, mark all temperatures as positive or negative.

Examples

–40° to +30°C
–30° to –50°C
20° to 80°C

Trademarks

TM Dos and Don'ts

Do	Don't	Exception
Mark a TM with an asterisk the first time it appears in a write-up. Later in the production process, when the catalog is being paginated, TMs are marked the first time they appear on a page.	----	**When the first occurrence appears in a footnote,** mark the next occurrence that appears in a more prominent location, such as in a header or in body copy.
Adhere to the vendor's specifications for the appearance of the TM regarding spelling, hyphenation, and initial capitalization. This includes TMs with capital letters in part of the word (i.e., VALUpak).	**Capitalize a whole TM,** even if the vendor represents it that way. *Example:* Orion* (Not ORION*)	**Acronyms** should be all caps. *Example:* SMAC*
Use a TM to modify a noun. *Example:* Includes one Vacutainer* tube. (Not "Includes one Vacutainer*.") Note: Avoid using repetitive phrases such as "GladRag* rags" or "Kimwipes* wipes."	**Use a TM as a noun.**	**If the vendor uses the TM as a noun,** then it's okay for Fisher to use it that way.
Use a generic term in place of a TM that is popularly used as a verb. *Example:* Please photocopy this document. (Not "Please Xerox* this document.")	**Use a TM as a verb.**	----
Use a TM in the singular form. *Example:* Includes Cubitainer* bottles. (Not "Includes Cubitainers*.")	**Pluralize a TM.**	**If the TM itself is plural to begin with,** then it's okay to pluralize it. *Example:* Kimwipes*
Avoid using a TM in the possessive form. (See "Don't")	**Use a TM in the possessive form.** *Example:* The durability of Bakelite*… (Not "…Bakelite's* durability…")	----

Note: If you need information on any given trademark, consult with the proofreaders, who research TMs and maintain the TM database (located at Gfps1_bdc_plpgh\Database\Trademrk\Trademark.mdb \Trademark Rollodex). Or check the U.S. Patent and Trademark Office Web Site: http://www.uspto.gov/.

TM Usage

accu-
Fisher TMs beginning with the prefix “accu” (i.e., accumet, accuFet) all start with a lowercase “a.”

Brand
The word “Brand” must follow certain company names in headers and in body copy, initial capped (i.e., Corning* Brand, Pyrex* Brand, PyrexPlus Brand, and Kimax* Brand).

Corning
Corning* is a TM.
Costar* is a TM.
Corning Costar is not a TM.
Corning is not marked as a TM in the table header “Corning No.”

PC/XT and PS/2
Must always be preceded by “IBM” or “IBM’s” and can be used only after the company’s name has been spelled out on the first occurrence. Do not use PC/AT (for Personal Computer AT).

Teflon
One of the following phrases must be used every time Teflon appears in body copy (not headers and charts): Teflon* fluorocarbon resin; Teflon* FEP; Teflon* TFE; or Teflon* PFA. When one of those phrases modifies a noun, hyphenate it as follows (note the use of the en-dash): Teflon*-fluorocarbon-resin–coated collector.

Tefzel
One of the following phrases must be used every time Tefzel appears in body copy (not headers and charts): Tefzel* fluoropolymer resin or Tefzel* ETFE.

Weights

Weights are written as shown in the examples that follow. Use the abbreviations “Shp. Wt.” and “Net Wt.” only in ordering tables and charts when space is limited. Never include shipping or net weights less than 50 lb. in tables. In draft copy, if you describe a product as “lightweight,” it’s okay to list the weight to support the claim.

Examples

Shipping Weight: 52 lb. (24kg)
Shipping Weight, 52 lb. (24kg)
Shp. Wt. 52 lb. (24kg)
Net Weight: 52 lb. (24kg)
Net Weight, 52 lb. (24kg)
Net Wt. 52 lb. (24kg)
Approximate weight, 52 lb. (24kg)
This centrifuge is extremely lightweight (weighs only 6 lb.) for easy transport.

Part B: Ordering Tables and Specification Charts

Ordering Tables

Content

- To make tables with many rows easier to read, there should be rules or spaces after about every fifth row.
- When entries are stacked vertically, abbreviations and symbols for sizes or units of measure (i.e., µ, ", cm, mm, mL, etc.) should be marked only on the first occurrence and after each new rule or subhead (exception: degree [°] symbol, which should appear every time). When entries are listed in a table horizontally, repeat the abbreviation.

Examples

Capacity	Cat. No.	Each
1µL	**SG-0316080**	24.95
5	**SG-0356080**	27.35
10	**SG-0326080**	36.92
15	**SG-0366080**	39.98
25µL	**SG-0336080**	46.53
20	**SG-0376080**	48.83
50	**SG-0386080**	52.90
75	**SG-0396080**	67.29
100	**SG-0346080**	72.93

Capacity	Cat. No.	Each
Polypropylene		
1µL	**SG-0316080**	24.95
5	**SG-0356080**	27.35
10	**SG-0326080**	36.92
15	**SG-0366080**	39.98
Polyethylene		
25µL	**SG-0336080**	46.53
20	**SG-0376080**	48.83
50	**SG-0386080**	52.90
75	**SG-0396080**	67.29
100	**SG-0346080**	72.93

- Initial cap only product names that specify the item being sold (i.e., Upper Sealing Ring). Other words that *describe* the items (silicone, 29mm opening) should appear lowercase.

Examples

Diameter	Cat. No.	Each
With minispike outlet		
13mm	**09-730-120**	24.95
15	**09-730-121**	27.35
25	**09-730-122**	36.92
30	**09-730-123**	39.98
With male outlet		
4mm	**09-730-124**	46.53
13	**09-730-125**	48.83
With Kontes Filtration Assemblies		
25mm	**09-730-127**	67.29
30	**09-730-128**	72.93

Description	Cat. No.	Each
Glass Adapter only	**K410170-3220**	18.50
Upper Cap, PBT, GL-32, 20mm opening	**K410170-3221**	2.80
Upper Sealing Ring, silicone, 29mm opening	**K410170-3222**	8.40
Lower Cap, PBT, GL-45, 34mm opening	**K410170-3223**	4.80
Lower Sealing Ring, silicone/PTFE, 42mm	**K410170-3224**	14.90
Tubing Adapter Assembly, 1" x 13-425	**K410170-3225**	5.80
16-Place Holder, self-standing	**K410170-3225**	10.92

- Use four hyphens (----) to fill any field in a table that does not have a value (i.e., if there is no alternate price).

Fisher Cat. Nos.

- Fisher catalog numbers appearing in the Cat. No. column should always be boldface when they appear next to prices. Catalog numbers anywhere else (i.e., specification charts) should be lightface.
- Cat. Nos. that appear in ordering tables representing Fisher-labeled products (i.e., Fisherbrand items) or Fisher-manufactured products should be blue. **Note:** Some catalogs (i.e., Lab Essentials) do not follow this convention.
- Fisher Cat. Nos. appearing in footnotes should be lightface unless they appear with a price; in those cases, the Cat. No. should be bold (see example that follows).

Example

†Single-stage regulators are available in the 0 to 450psi delivery range; order Cat. No. ***10-560-4A,*** *Ea./258.82.*

Format

Ordering tables should have a thick rule under the header; specification charts should not.

X/Y vs. Y/X Tables

In a printed catalog, an x/y table contains catalog numbers that are arranged vertically in a column. In a y/x table, the catalog numbers run horizontally in a row. **Note:** X/y or y/x tables that are too wide or long for the width or height of one page may be continued on the same or next page(s). For examples of this, see Fisher Catalog 2000, pp. 1042–1049, 1069–1075, 1358–1359, and 1454–1457.

Examples

X/Y Table

Size	Cat. No.	Case of 15
Small	**17-987-169A**	101.00
Medium	**17-987-169B**	101.00
Large	**17-987-169C**	101.00
X-Large	**17-987-169D**	101.00

Y/X Table

Model	14EG	25EG	45EG
Temperature Control	Hydraulic	Electronic	Electronic
Shipping Weight	79 lb. (36kg)	117 lb. (53kg)	145 lb. (66kg)
Electrical Reqts.	115V 50/60Hz, 7.1A	115V 50/60Hz, 10.4A	115V 50/60Hz, 15.6A
Cat. No.	**13-264F**	**13-254-25**	**13-254-22**
Each	795.00	849.00	1195.00
Electrical Reqts.	230V 50/60Hz, 7.1A	230V 50/60Hz, 10.4A	230V 50/60Hz, 15.6A
Cat. No.	**13-265F**	**13-254-26**	**13-254-23**
Each	788.32	876.29	1199.33

Headers

Abbreviations

Spell out all table headers when space permits (exceptions: common abbreviations, and phrases including “No.,” such as Cat. No., Model No., Corning No., and No. of Clamps). If space is limited, abbreviate Pack, Case, Each, Pair, and Electrical Requirements as follows: Pk., Cs., Ea., Pr., and Electrical Reqts.

Alignment

• Align all pricing-column headers flush right.

Examples

Pack of 36	Case of	Pack of
43.91	100/526.00	12/396.28
75.45	20/ 53.20	15/ 42.22

• For vertical column headers with more than one line, indent any line thereafter.

Format

Headers should be bold-faced initial caps, whether they run vertically (in a y/x table) or horizontally (in an x/y table).

Pricing Column

For pricing column, “Each” is the preferred header. Use Price only when a variety of Cs./Pk./Ea. prices are listed under the one column.

Examples

Price
Ea./ 9.95
Cs. of 12/12.95
Ea./25.50
Pk. of 6/50.00

Straddles

Use a straddle header as in the examples below.

Examples

Full Rule

Capacity	Syringe		Replacement Needle	
	Cat. No.	Each	Cat. No.	Each
1µL	**SG-0316080**	24.95	**SG-0316081**	30.50
10	**SG-0326080**	24.95	**SG-0316082**	30.50
25	**SG-0336080**	24.95	**SG-0316083**	30.50
100	**SG-0346080**	24.95	**SG-0316084**	30.50

Partial Rule

Range		Cat. No.	Each
Low	High		
100°C	150°C	**15-041-10A**	64.69
178°	300°	**15-041-10B**	64.69
200°	400°	**15-041-10C**	64.69

Pricing

- Prices should match current list prices as posted in the Fisher IMEN system.
- Do not use a dollar sign before prices (exception: when they appear in *LabReporter* and *BioTrack*).
- The pricing column should be flush right, with decimals and slashes aligned.
- If an item has both a standard and alternate price in IMEN, then both should appear in the ordering table.

Subheaders

All words in table subheaders, including adjoining copy set off by commas or parentheses, should be bold. Anything appearing under subheaders should be light-face and flush left.

Examples

Door Type	Capacity	Cat. No.	Each
Two Door			
Manual	30 gal. (114L)	**17-152B**	579.00
Self-closing	30 (114)	**17-152C**	718.00
Manual	45 (170)	**17-152E**	550.00
Bifold Door (no latch)			
Self-closing	30 gal. (114L)	**17-152F**	550.00
Self-closing	45 (170)	**17-152G**	550.00

System Component	Sample Capacity	Cat. No.	Each
Recorders			
Internal sensor	7935	**13-992-92**	220.00
External probe	32,511	**13-992-93**	350.00
External probe	20,520	**13-992-94**	295.00
Reader Interface and Software	----	**13-992-95**	215.00
Switcher	----	**13-992-96**	160.00

Units

- All products have a standard unit and count (i.e., Pack of 5 or Each of 1). Many of those products also have an alternate unit, count, and base (i.e., Case of 10 Pack). Units include each, pack, case, and pair, which are abbreviated in ordering tables as follows: Ea., Pk., Cs., and Pr.
- Standard and alternate units should match those that are currently posted in the Fisher IMEN system.

Examples

Standard. In the examples that follow, there is only one pricing column in each table.

Each
9.95
12.95
25.50
50.00

Pk. of 100
9.95
12.95
25.50
50.00

Pack of
2/ 9.95
6/12.95
12/25.50
24/50.00

Case of
1/ 50.75
5/ 70.75
10/ 80.75
15/125.95

Cs. of 50
144.62
163.34
278.91
441.45

Price
Ea./69.95
Cs. of 12/12.95
Ea./25.50
Pk. of 6/50.00

Alternate. In each table that follows, the first pricing column contains the standard unit, count, and price. The second is the alternate unit, count, and price.

Each	Pack of 100
9.95	158.92
12.95	----
25.50	253.66
50.00	498.23

Each	Pack of
9.95	2/ 20.95
12.95	6/ 37.49
25.50	12/ 54.97
50.00	24/139.38

Each	Case of
9.95	1/50.75
12.95	5/70.75
25.50	10/80.75
50.00	----

Examples contd. on next page.

Examples contd. from previous page.

Each	Case of 50
9.95	144.62
12.95	163.34
25.50	278.91
50.00	441.45

Pk. of	Case of
2/ 6.95	4 Pk./34.62
4/12.95	10 Pk./63.34
6/25.50	10 Pk./78.91
8/50.00	8 Pk./91.45

Pk. of 2	Cs. of 6 Pk.
6.95	34.62
12.95	63.34
25.50	78.91
50.00	91.45

For information on units of measure, such as mm, mL, cm, etc., see the *Abbreviations and Acronyms* list, starting on p. 6-3.

Vendor Cat. Nos.

Some ordering tables include the vendor item number. A list of vendors whose item numbers should be included in tables can be found on the network: Gfps1_bdc_plpgh\Transfer\Writers\Vendor\Major Suppliers\Major Suppliers.xls.

When a table header includes a vendor item number, the vendor number should appear directly before the Fisher Cat. No. unless Electrical Requirements appear in the table. In that case, the Electrical Requirements should appear directly before the Fisher Cat. No.

Examples

Type	Leica No.	Cat. No.	Each
Coarse	10598	**13-975-98**	832.00
Fine	10599	**13-975-99**	848.00

Leica No.	Electrical Requirements	Cat. No.	Each
10494	110-120V, 50/60Hz	**13-975-103**	4995.00
10495	240V, 50Hz	**13-975-104**	4997.00

Model	5000	5001
Temperature Control	Digital	Hydraulic
Shipping Weight	80 lb. (36kg)	125 lb. (53kg)
Orion No.	0250A0	0250A1
Electrical Reqts.	115V 50/60Hz	115V 50/60Hz
Cat. No.	**13-264A**	**13-264B**
Each	595.00	849.00
Orion No.	0250A2	0250A3
Electrical Reqts.	240V 50Hz	240V 50Hz
Cat. No.	**13-264C**	**13-264D**
Each	626.00	988.00

Specification Charts

Specification charts should appear in copy as shown in the examples below. Note that sometimes a bold run-in is used in place of the C-header and that specification charts do not have thick rules, which are used only in ordering tables.

Examples

Specifications

Capacity	40 x 1.5mL
Maximum Tube Size	11 dia. x 38mm
Maximum Speed	13,200rpm
Maximum Force	16,000xG
Speed Control	Variable
Timer:	
Range	0 to 30 min.
Resolutions	10 sec.
Dimensions	15L x 10W x 10"H (38 x 25 x 25cm)
Net Weight	30 lb. (13.6kg)

Specifications for Cryocool Immersion Coolers

	CC-65II	**CC-100II**
Temperature Range	20° to 60°C	30° to 90°C
Temperature Stability	±0.5°C	±0.5°C
Heat Removal	55w at –40°C	80w at 70°C
Low Temperature	–60°C	–90°C
Dimensions	15L x 7W x 10"H (38 x 17.8 x 26cm)	20L x 14W x 18"H (51 x 36 x 45cm)
Electrical Reqts.	115V 60Hz, 3.5A	115V 60Hz, 12A

Typical Characteristics

Filter	**Cameo 13GN**	**Cameo 25GN**
Diameter	13mm	25mm
Cartridge Volume	<10mL	<100mL
Hold-up Volume	<15µL	<60µL
Pore Size	0.22, 0.45µm	0.22, 0.45µm
Temperature Limit	55°C (131°F)	55°C (131°F)
Sterilized	No	Yes
Pressure Limit	75psi	80psi
Connections	Inlet: female Luer-Lok Outlet: male slip Luer	Inlet: female Luer-Lok Outlet: male slip Luer

Part C: Layouts

Page Format

- Left-hand pages are even; right-hand pages are odd.
- Section names in the header are bold; subsections appear as lightface text in parentheses.
- Footers read, "Trademark. For ownership, see listing at end of the Alphabetical Index." and "Prices subject to change. Call your Fisher Customer Service Center for the latest information."

Style-Module Designations

Fisher uses a combination of one-, two-, and three-column page grids. See the style-module designations on the next page. **Note:** All three-column page grids are custom.

Type Sizes

A-Head: 19/19 Optima Black

B-Head: 14/14 Optima Black

C-Head: 11/11 Optima Black

D-Head: 11/11 Optima Bold Italic

■ ***D-Head Bulleted: 11/11 Optima Bold Italic***

Bold run-ins: 8/8.5 Helvetica Bold

Body copy: 8/8.5 Helvetica

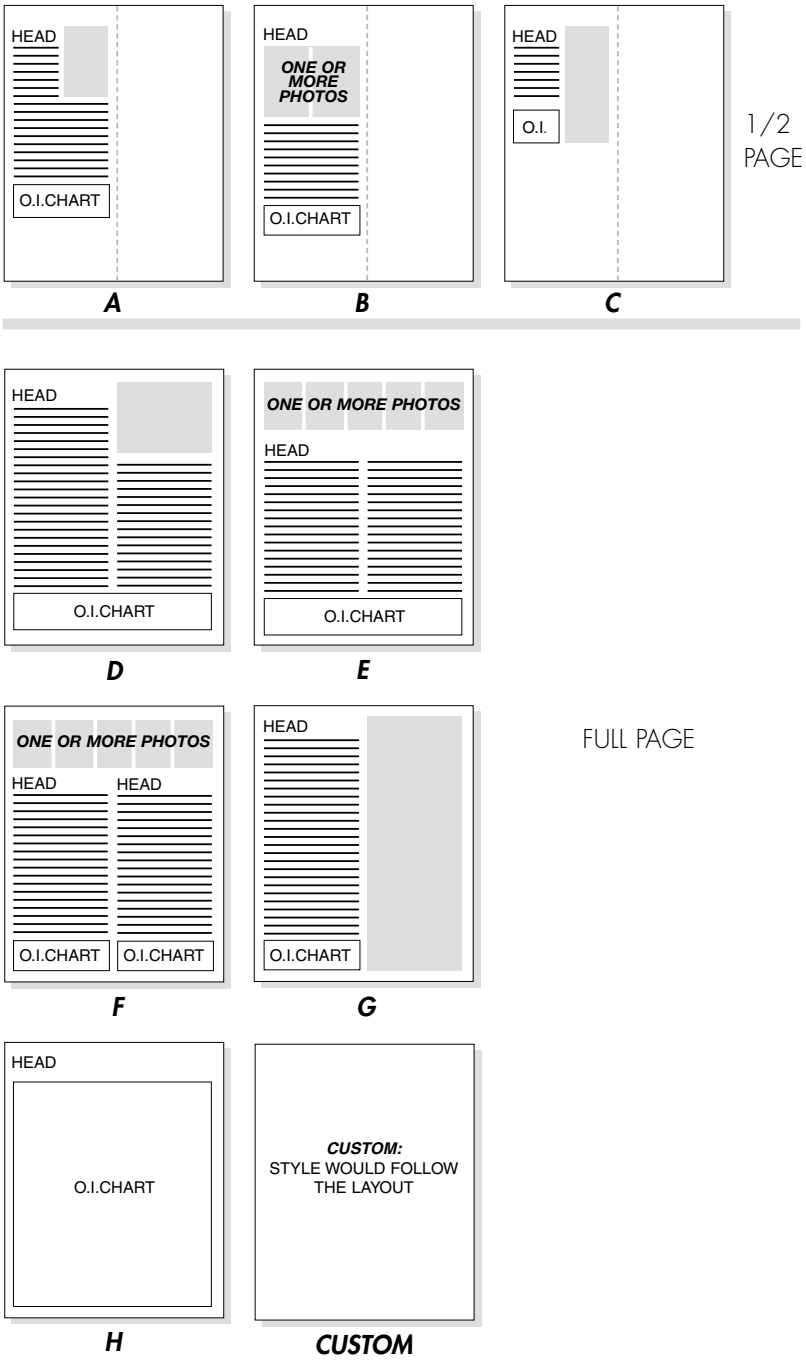
Chart column heads: 7.5/8 Helvetica Condensed Bold

Chart body copy: 7.5/8 Helvetica Condensed

Footnotes: *7/8 Helvetica Italic*

Cross-reference boxes: *8/8.5 Helvetica Italic*

Style-Module Designations



Section 3

Writing for Direct-Mail Publications

- ***LabReporter*** **and** ***BioTrack***
  - **Workflow**
  - **Ad Elements**
  - **Writing Original Copy**
  - **Sample Ad Layouts**
  - **Tech Notes (*BioTrack*)**
  - **Pickup Copy**
  - **Working in Quark**
- **Brochures and Data Sheets**

Section 3

Writing for Direct-Mail Publications

LabReporter and *BioTrack*

(Instructions by John Morley, Ray Schafer, and Heather Walls)

Workflow

Information Documentation Specialist

Receives ad insertion order from the sales coordinator and assigns it to the data researcher (following established procedure).

Data Researcher

For New Ads

- Verifies all catalog numbers
- Establishes groups/items in the appropriate event
- Orders new images
- Gives the insertion order to the editor

For Pickup Ads

- Verifies all catalog numbers
- Orders new images (if needed)
- Gives the insertion order to the editor

Editor

Assigns new ad insertion order to the writer.

Writer

For New Ads

- Prepares text in the SmartSeries group established by the data researcher
- Flows the ad to Quark
- Moves the finished copy into the network Quark folder established by the designer or the editor

For Pickup Ads

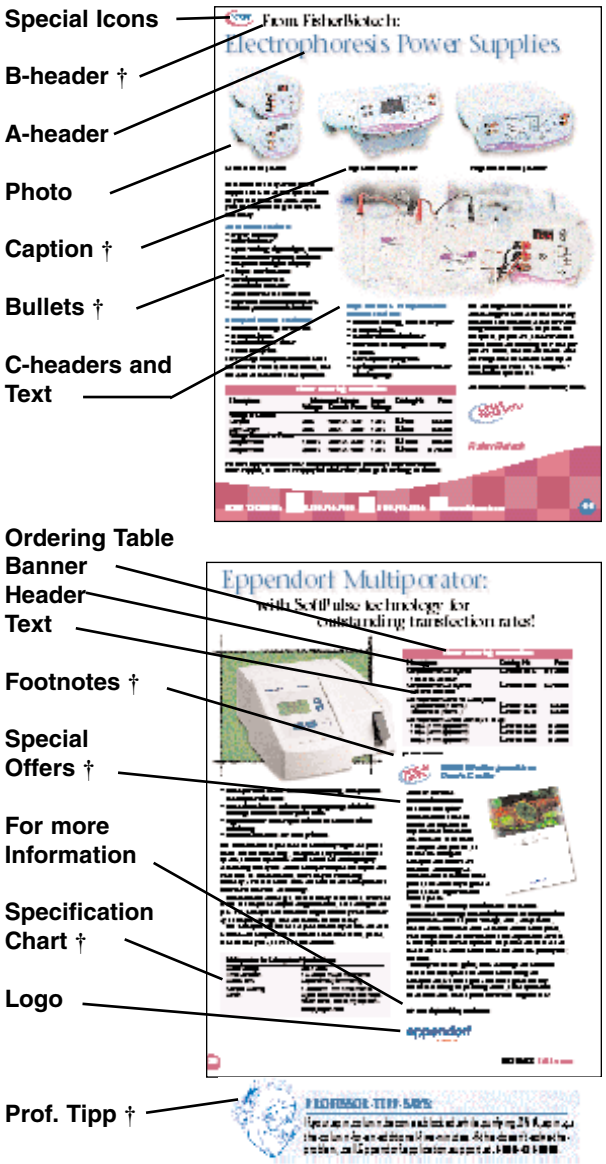
Prepares text in the Quark folder established by the designer or the editor.

Notes:

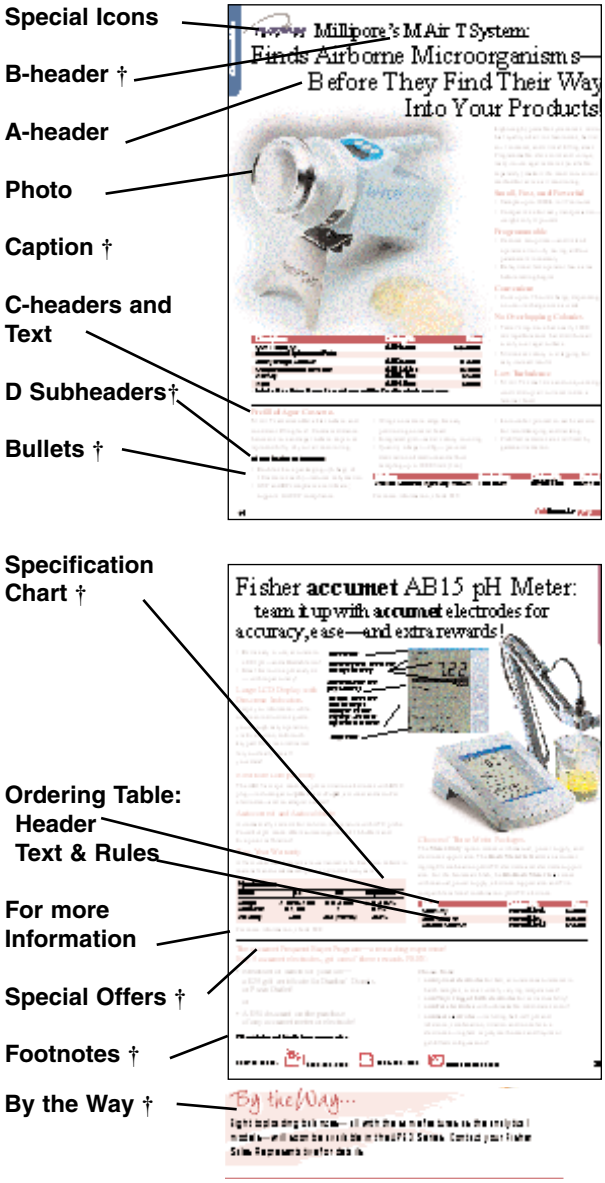
- The network Quark folder is located at: Gfps1_bdc_plpgh\Jobs\Direct Mail Text\[Biotrack 01 or Lab Reporter 2001]\[Vendor].
- If any image is not available when the writing is complete, the writer notifies the editor, who may tell the writer to hold the ad until the image is available, or may accept the ad without the image (depending on the proximity of the deadline).
- The writer returns the insertion order and a hard copy to the editor when the writing is completed.

Typical Ad Elements

BioTrack [Except Tech Notes]



LabReporter [All Ad Pages]



† Optional element

Ad sizes: **Live Area**
Half page: 7 1/4 x 4 7/8"
Full page: 7 1/4 x 9 3/8"

Target Number of Words and Characters
Applies to draft copy, C-headers, run-in headers, and D-headers [LabReporter only]. Does not apply to A-headers, B-headers, and business-reply-card text. (See separate information on Tech Notes, pp. 3-19 to 3-21.)

Half page: 125 (800 characters including spaces)
Full page: 275 (1800 characters including spaces)

Note: These are targets only; we frequently exceed them in practice. Note, too, that the number of words you can use in copy is related to the number of products in the ordering chart, the size of the photo(s), the length of your headline, and other required and optional ad elements.

Preparing Original Copy

Content

Supplier's Input

- Since suppliers are paying for ads, try to incorporate elements of their material into the ad: buzzwords, key phrases, and jargon as appropriate.
- If the organization and relative importance of elements in the material they have provided make sense, maintain it in the presentation. The suppliers will appreciate your efforts, and it will help the approval process go more smoothly because the piece will seem familiar to them, but just "enhanced."
- Do make the ordering-information tables more like those in the Fisher catalog than in most suppliers' catalogs. For example, most suppliers put their catalog numbers in the far-left column; we put the catalog number to the left of the price, which is in the far-right column. We don't use suppliers' "Part Numbers" in ordering tables unless really required to distinguish one product from another. We also try to be more flexible about the wording of the text, and less formal and technical.
- Not all ads have to sound alike; they can reflect the flavor of the different companies and different products. Be willing to compromise with the supplier on issues of style.

Examples

Eppendorf Pipettes
(Not Fisher Style "Pipets," because it's part of the proper name).

Cepheid Real Time Thermal Cycler
(Not "Real-Time," because Cepheid prefers it without the hyphen).

A- and B-Headers

- Put the company name in the A- or B-header whenever possible; use all capital letters if the company prefers this and it fits in the format.
- "Initial Caps throughout" is a good rule for simple, short headlines. If the headline(s) become more complicated or sentence-like, you or the editor may decide to use caps and lowercase.
- Include the main benefit of the product in the headline when possible.
- Use A- and B-headers together to accomplish these goals; you may use more than one B-header if you need to break up a long headline.

Photos and Captions

- We like to make photos as large as possible for visual impact, especially if only one product is shown. Even a dull photograph often can be improved by our designers' magic.
- Photos should be captioned whenever there is a need to distinguish separate products in the photos.
- Captions should be short and to the point, and should clearly note any items in the photo that are not included with the product or need to be specially ordered.

Bullets

- Bullets are optional; if they're not appropriate to your product, you don't need to add them.
- Include at least two benefit-announcing bullets at the beginning of the text; they're counted as part of Draft Copy.
- Bullets also can be used in the text to break up paragraphs that would otherwise seem too long.

Subheaders: C- and D-Headers

- *BioTrack* and *LabReporter* formats allow for C-headers; *LabReporter* adds D-headers for an extra level of discrimination.
- Use these subheadings to separate the main points of the ad, highlighting the benefits.
- Use a hard return after each subheader.
- When working in SmartSeries, include these subheadings with <bold> and </bold> tags in the Draft Copy type, using a hard return after each subheading; use Publication style, not Catalog A, B, C, D, or run-in headers.

Descriptive Text (Draft Copy)

- Begin the product description with benefits.
- Try to get the essentials into the first paragraph.
- Use a hard return after each paragraph or subhead.

Specification Chart

- Lists technical specifications and other details.
- Heading is “Specifications” (include as part of the chart when working in SmartSeries).
- Use specification charts to group important distinguishing information about products and to keep the ordering table as simple as possible.

Ordering Table

- Should be simpler than tables used in Fisher catalogs. You can use specification chart(s) to help distinguish products while simplifying the ordering table. The goal is to be clear, yet concise.
- Column headings are similar to catalog style, except that words are spelled out whenever possible: Capacity, Quantity, Catalog. (Note: Don’t spell out “Number”; use “No.”)

- Repeat units in each row or column of the table. In SmartSeries, do not suppress duplicates.
- Include the dollar sign ($) for each price; include ".00" if the price is in even dollars unless space prohibits this.
- Make sure that current prices from IMEN are reflected in the Quark copy and in the SmartSeries data for this event.
- If the vendor informs you that prices will be changing, make a note to the editor; final pricing is not done until just before printing begins.
- In *BioTrack* only: Ordering Tables need to have a straddle that reads "Fisher Ordering Information."

"Professor Tipp" and "By the Way"

- The minifeatures "Professor Tipp" in *BioTrack* and "By the Way" in *LabReporter* are intended to add visual interest and to point out important technical details or to introduce interesting facts about the products.
- Suppliers may provide this information to you with the original ad information, or you may need to research it yourself.
- You can ask suppliers for information to use in these features, but don't harass them. These are optional elements of the ad. Often, if you have space for one of these features, you can pull out some salient information from the ad copy itself and place it in the feature box.

Giveaways

- Tell more than just identifying the item: not just "FREE Widget!" but "FREE Widget! Lets you test fervets in your own lab!"

Reader-Service-Card Text

- Usually placed near the bottom of the ad, this copy directs readers to the Reply Card to order literature.

- Include Reader-Service-Card copy with all ads; those that will not offer literature will be weeded out later.
- Text reads: “For more information, check 000.” Where several dissimilar products from the same manufacturer are featured, we usually provide only one number. Copy reads: “For more information on all products on this page, check 000."
- Style is slightly different for each publication; see style sheets for each.

Style

Tone

Get the readers’ attention! Remember that this type of writing is really advertising, not simply technical writing.

Think about the consumer catalogs you get in the mail, and borrow ideas from them. Notice which ones you like to read and why. Is it the color photos? The larger fonts? The catchy phrases? The folksy tone?

Remember, you’re not writing a reference book like the catalog that people will go to because they are looking for something. With direct mail, you are trying to catch the readers’ attention and make them not throw your piece of junk mail out. You want them to turn the pages, skim the ads, maybe stop and read one or two, then either call Fisher or fill out and mail the Reader Service Card to receive more information.

These are sales tools, so concentrate on those features that will help the sales rep with her pitch. Save the all-inclusiveness (“comes with three-prong plug, 16-page manual, and spare O-ring”) for the catalog! Instead, help the customer identify with the problem or situation that this item is going to fix for him: “No more squished gurts when you use ABC’s new fervets.” Lighten up! Have some fun!

Logic

Make it clear how the features you mention are responsible for the benefits you identify. What is it that makes this widget have better accuracy? Exactly how does it improve the performance over an older item? What materials make it reliable or durable? If it's "versatile," what are at least three things you can do with it? Be specific! Always mention how the item saves time and lets researchers do more science, or adds reliability so experiments don't have to be repeated, etc. These folks are busy and competitive! Saving money is always important, too, so be sure to mention any economies the product offers.

Headlines

Whenever possible, have the headline say something, not just list the name of the product. Perhaps point out the problem it solves, or a unique feature, specific use, or important benefit. Plays on words are okay, but don't be too cute or literary. Your audience is scientists, not English majors. And for many of them, English is not their native language, so be careful that your cleverness doesn't make your audience go "Huh?" Questions are a good device because they set up the reader to keep reading to find the answer.

Bullets

Should be short and to the point. Try to organize them in a meaningful way.

First Paragraph

If the name of the product, company name, or brand has not been mentioned in the main head or subhead, work these pieces of information into the first paragraph. Help the customer figure out right away if this product is for him. Researchers are always looking for items that will help them do their work

better, faster, and with lower costs. Tell them up front what the widget will do for them. Questions are good; using exclamations is okay, too (just don't overuse them). Remember, this is advertising, not technical writing!

Examples

Do you wish...?
Have you ever...?
Tired of...?
Get your work done sooner with...
No more...
Perfect for those pesky...
This portable ...
Now you can keep your...
Eliminate waste with...
Save xyz by using ...
Make more efficient use of...
XYZ's new widget represents a breakthrough in...

Subheads

Subheads help to break up copy and to make the article easy to skim. You have a chance of catching the readers' attention if they can be lured in by an informative subhead. Busy people don't read solid blocks of text if they don't have to. The subheads should say something other than "Features" or "Accessories"; try "Built-in features improve performance," or "Accessories provide control."

Text

Text should almost always use the active voice. (Exceptions may occur in *BioTrack* Tech Notes because of their more formal nature.) Write as you would speak. "The blue knob adjusts the ampotuck," rather than "Knurled dial allows ampotuck to be adjusted."

Be careful about simply substituting the verb "features" for "has". Don't make it sound fancy if it's not really a special feature. If every other widget like the one you're describing would have this element, then it's not a "feature"!

Use the "Third Person."
Be selective about using the terms "we," "us," and "our" with Fisher products. In these publications, Fisher is just another supplier, so the third person is generally preferred. Save "we," "us," and "our" for brochures that are devoted entirely to Fisher products. (Exception: the use of "you" is encouraged, as is any device that helps the ad sound more conversational and casual.)

Avoid unnecessary words and phrases.
Extra words and phrases may pad out your copy, but they don't really contribute to the readers' understanding. Does "utilize" add any meaning to "use?" A product had better have "functionality," or what good is it? Naturally, a product should DO what it is "designed to" do. If it does something it's NOT designed to do, that's news!

Spec Charts

Spec charts can appear in a variety of styles, just as they do in catalogs. See examples in current publications for ideas. Keep the charts clear and simple.

Ordering Tables

Ordering tables should always include Fisher catalog numbers and prices. Keep "Description" copy simple and to the point, giving the minimum of characteristics needed to separate products in the reader's mind. To conserve space, you may want to combine columns—it's okay if it's easy to understand.

Use Manufacturers' numbers only when they're required to identify products. We do use model numbers wherever it makes sense.

Celsius and Fahrenheit Scales

Do not imply that a device operates in both Celsius and Fahrenheit scales by giving temperature conversions. If it actually works in both systems, give temperature conversions; if it doesn't, don't. Remember to copy the units all the way down a chart, such as g, mL, and " (different from catalog style).

Trademarks

- In SmartSeries, use SGML tags, not asterisks, to indicate trademarks.
- In Quark, delete any indications of trademarks since TMs are listed on the back cover, under the categories "Trademarks of Fisher Scientific," "Trademarks of Our Valued Suppliers," or "Trademarks of Nonsuppliers."
- Turn in a list of trademarks and owners to the editor. The supplier should provide this information. If not, you may have to research the TMs. **Note:** Don't spend a lot of time tracking down TMs since we can do this in other ways.

Footnotes

Daggers

Daggers are the preferred footnote symbols. Use †, ‡, ††, and ‡‡, in that order. Do not superscript them unless they appear in a headline.

Numbers

Use superscript numbers when you have more than four footnotes.

Letters

Use superscript letters in tables of numbers since numbered footnotes can be confused with exponents. (Uppercase letters are preferred.)

Note: Do not use asterisks to indicate footnotes.

Prices

Put dollar signs in front of the prices in charts. Use a comma and ".00" ($1,000.00).

Mechanics

Copy for New Ads

Copy for new ads may be originated in SmartSeries or in Quark.

If you write the original in Quark, you must copy it into the proper SmartSeries hierarchy, making necessary corrections for translation errors.

If you write originally in SmartSeries, flow the finished ad into Quark, then copy the ad elements into the proper *BioTrack* or *LabReporter* template; or, open a *BioTrack* or *LabReporter* template, and copy each SmartSeries text element into a text box within the Quark template. See *Working in Quark,* starting on p. 3-24.

Location of New Copy in SmartSeries

Place new copy in either the *BioTrack* 2001 or *LabReporter* 2001 event; each issue has a separate group. Within the Issue-number group, the data researchers will have placed all available existing copy, charts, items, and photos under a subgroup with the manufacturer's name (as listed on the Ad Insertion Order you receive).

Entering Copy into the Database

Write or copy all NEW ad text into SmartSeries. For now (as of 11/10/00), select Publication class and the ad-copy types included in that class. Ordering tables should be set to Publication class as well.

Conventions

- Repeat units of measure in ordering tables in both SmartSeries and Quark.
- Put dollar signs in front of the prices in charts. Use a comma and ".00" ($1,000.00).
- Use Fisher spellings for pipet, buret, and cuvet, except where the vendor objects.

- Spell out words in charts where possible, including "Capacity," "Quantity," and "Description." Abbreviate "No." in the phrase "Catalog No."
- In SmartSeries, use SGML tags, not asterisks, to indicate trademarks. Do not mark TMs in Quark documents.
- Footnotes: See *Footnotes,* p. 3-13.
- Use a single space between sentences. (Using double spaces is a relic of the typewriter era.)

Spell Check

Run a spell check on all documents before you submit your files.

Photography/Graphics Specifications

Although suppliers receive a media kit detailing requirements, they may ask you what types of photo or illustration formats are accepted.

Photos may be submitted as:

- Color transparencies,
- Color slides (color prints are not preferred), or
- Electronic files, formatted for either Mac or PC; may be .tif or .eps high-resolution files (minimum 300 dpi).

Illustrations may be submitted in either Mac or PC format, .eps files only. Files must be created in either PhotoShop 5.0 (or lower version), or Illustrator 7.0 (or lower version).

Accepted Media:

- 44, 88, or 200Mb SyQuest cartridge
- Jaz cartridge
- 100Mb Zip cartridge
- 128 or 230Mb optical disks
- CD ROM
- 120Mb super disk.

Electronic files may be sent via email to: Susie.Ruffner@fishersci.com.

Source Materials from Vendor

Suggested Ad Copy

When a vendor sends suggested ad copy (without a layout), the hard copy should be accompanied by a Microsoft Word text file (formatted for PC or MAC), and by graphic materials (outlined on p. 3-15).
Note: Fisher Scientific reserves the right to edit copy for style, length, and factual claims, and to design ads to conform to *BioTrack* or *LabReporter* style.

Product Literature

Product literature from the vendor must include Fisher catalog numbers and prices, and graphics materials (outlined on p. 3-15).

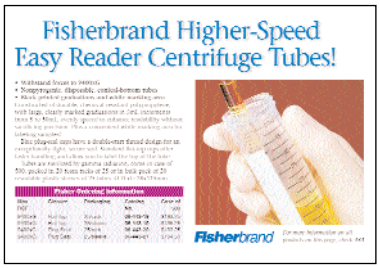
BioTrack Sample Layouts

Full-Page Ad: $9\frac{3}{8}$ x $7\frac{1}{4}$"

Headlines: 13 words

All text (subheads, body, notes, tags): 253 words

Chart: 4 columns x 15 products

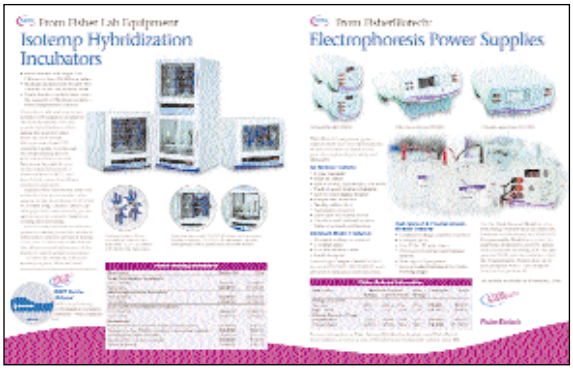


Half-Page Ad: $4\frac{7}{8}$ x $7\frac{1}{4}$"

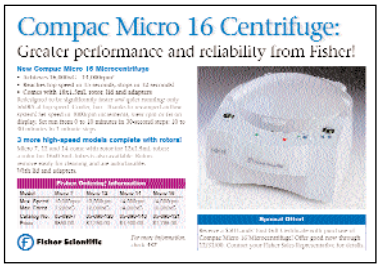
Headline: 7 words

All text (bullets, body, tag): 133 words

Chart: 5 columns x 4 products



Two-Page Ad: $7\frac{1}{4}$ x $9\frac{3}{8}$" x 2
Headlines: 12 words. **All text** (subheads, bullets, body, special offer, tags): 434 words. **Charts:** 25 products total

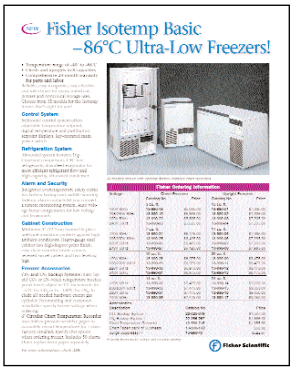


Half-Page Ad: $4\frac{7}{8}$ x $7\frac{1}{4}$"

Headlines: 10 words

All text (Subheads, body, special offer, tag): 155 words

Chart: 5 columns x 4 products



Full-Page Ad: $9\frac{3}{8}$ x $7\frac{1}{4}$"

Headlines: 7 words

All text (bullets, subheads, body, tags): 264 words

Chart: 5 columns x 37 products

Full-Page Ad: $9\frac{3}{8}$ x $7\frac{1}{4}$"

Headlines: 12 words

All text (subheads, body, notes, tags): 281 words

Charts: 22 products total

Typography: Font Styles, Sizes and Leading †

Main Head (A)	38 pt. Stone Serif on 30 pt. leading, Light Fisher Blue
2-Line Main Head (A)	38 pt. Stone Serif on 40 pt. leading, Light Fisher Blue
Second Head (B)	24 pt. Stone Serif on 24 pt. leading
Subheads (C)	10 pt. Helvetica 65 Medium on 11 pt. leading, Light Fisher Blue
Captions	8 pt. Helvetica 45 Light Italic on 9 pt. leading
Bullets	9 pt. Stone Serif Bold on 11 pt. leading
Text	9 pt. Stone Serif, 11 pt. leading
Chart Banner	12 pt. ITC Franklin Gothic Medium
Chart Head	8 pt. Helvetica Bold on 10 pt. leading
Chart Text	8 pt. Helvetica on 10 pt. leading, Plain or Bold
Footnotes	7 pt. Stone Serif Italic on 10 pt. leading
Professor Tipp	Header: 10 pt. Stone Serif Bold on 12.77 pt. leading Text: 9 pt. Helvetica Condensed on 10 pt. leading

† "Leading" is a typographers' term for the spacing between lines of copy, expressed in points, the same measure used for type size.

LabReporter Sample Layouts

Half-Page Ad: 4 7/8 x 7 1/4"

Headlines: 6 words

All text (bullets, body, By the Way): 151 words

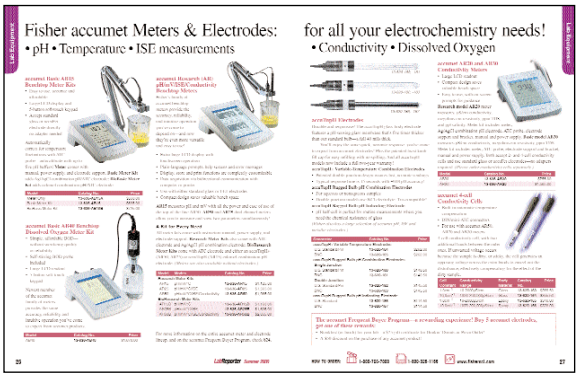
Chart: 3 columns x 3 products

Half-Page Ad: 4 7/8 x 7 1/4"

Headlines: 8 words

All text (subheads, bullets, body, By the Way): 143 words

Chart: 4 columns x 4 products



Two-Page Ad: 9 3/8 x 7 1/4" x 2

Headlines: 17 words

All text (subheads, bullets, body, special offer, tags): 787 words

Charts: 24 products total

Full-Page Ad: 9 3/8 x 7 1/4"

Headlines: 16 words

All text (subheads, body, tags): 193 words

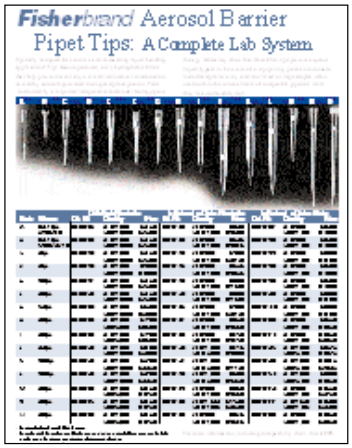
Chart: 7 columns x 12 products

Half-Page Ad: 4 7/8 x 7 1/4"

Headlines: 9 words

All text (subheads, body): 111 words

Chart: 6 rows x



Full-Page Ad: 9 3/8 x 7 1/4"

Headlines: 9 words

All text: 115 words

Chart: 11 columns x

Typography: Font Styles, Sizes and Leading †

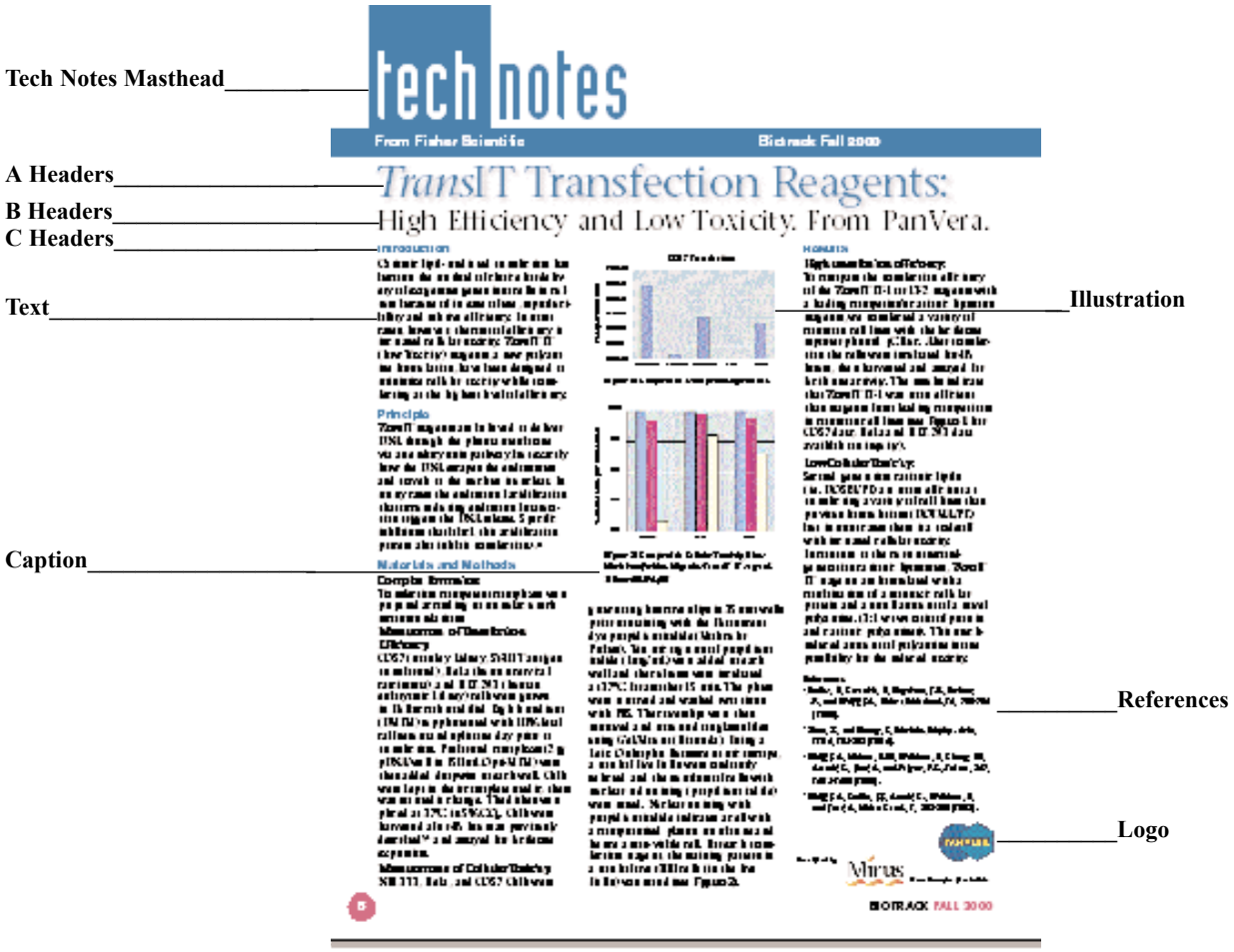
Main Head (A)	40 pt. Times
Second Head (B)	30 pt. Times
Subheads (C)	12 pt. Times Bold, 13 pt. leading
Subheads (D)	9.5 pt. Helvetica 65 Medium Bold, 13 pt. leading
Captions	8 pt. Helvetica Italic on 9 pt. leading
Bullets	9.5 pt. Times on 13 pt. leading
Text	9.5 pt. Times, 13 pt. leading
Chart Head	8 pt. Helvetica Bold, 10 pt. leading
Chart Text	8 pt. Helvetica, 10 pt. leading
Footnotes	7 pt. Helvetica Italic, 8 pt. leading
By the Way	8 pt. Helvetica Condensed, 11 pt. leading

† "Leading" is a typographers' term for the spacing between lines of copy, expressed in points, the same measure used for type size.

Preparing Tech Notes

For *BioTrack* only

Page Elements



Content

- The headline should explain text that follows, not promise a benefit.
- Use images to illustrate technical points.
- Use charts where possible to present technical information.
- Text should provide technical explanation of the product's use.

- Use C-headers to break up text (include them in Draft Copy type, followed by a hard return).
- Target number of words is 500 (3500 characters including spaces).
- Ordering Charts are NOT included on Tech Notes pages.
- As in ads, trademarks are not marked but must be listed on the back cover. The writer should supply the editor with a page listing known trademarks.

Style

- Copy should be in the style of a scientific journal, with language somewhat simplified for space requirements.
- Illustrations often require long, detailed captions explaining procedures used.
- Copy is usually provided by the supplier but requires editing to fit our format.

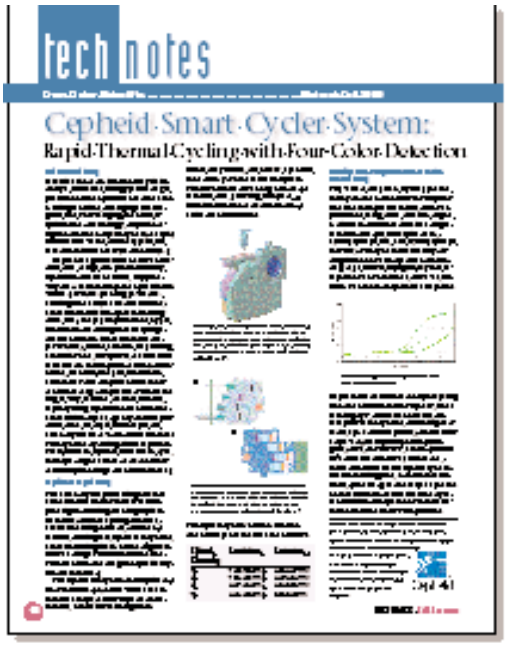
Mechanics

- In SmartSeries, use A-, B-, and C-headers, Charts, and Draft Copy types as needed. In Quark, use Heading A, Heading B, Heading C, and Paragraph 1 and 2 copy styles.
- For examples, see *Page Elements* (p. 3-19) and *Tech Notes Examples* (p 3-21).

A QuarkXPress Tech Notes Template is available on the Network at:

Gfps1_bdc_plpgh\Jobs\Direct Mail Text\Biotrack 01.

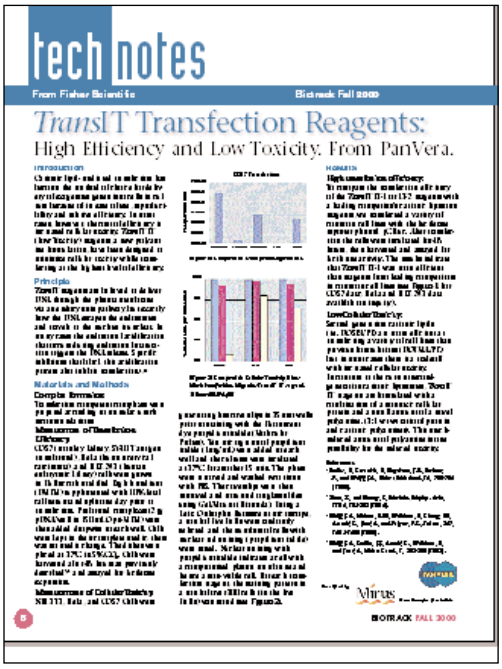
Tech Notes Examples



Headlines: 11 words

All Text (C-headers, body, captions): 356 words

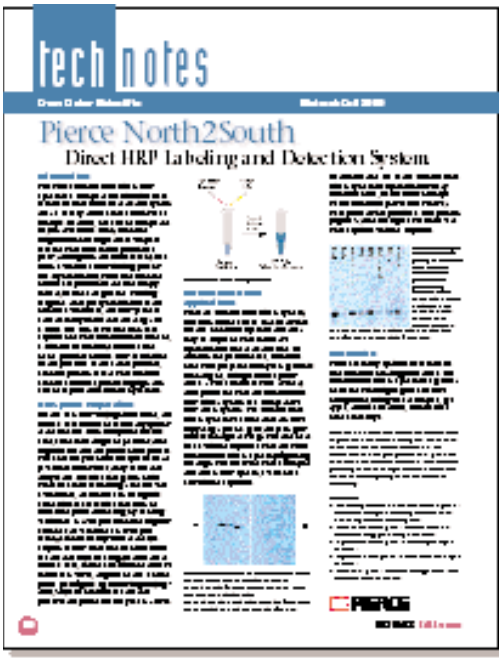
Footnotes and References: 124 words



Headlines: 10 words

All Text (C-headers, body, captions): 546 words

Footnotes and References: 92 words



Headlines: 8 words

All Text (C-headers, body, captions): 482 words

Footnotes and References: 175 words

Preparing Pickup Copy

Pickup Ad Copy

Pickup ad copy refers to any previously published ad that is to be repeated without major changes.

Pickup ads may have minor changes in pricing, catalog numbers, or even a new photo. As long as the ad is substantially unchanged in text, we'll call it pickup.

We do try to make minor changes, even to ads that the vendor wants to repeat as is, to keep the publications from appearing to have the same ads every issue. So, if you have a better idea for a headline, or think you can clarify some copy, go for it!

Begin Pickup copy

Begin pickup copy by opening the previous version of the ad, available as a Quark file on the Network at:
Gfps1_bdc_plpgh/Jobs/Direct Mail Text/Biotrack 01/#1/[Manufacturer Name]
or Gfps1_bdc_plpgh/Jobs/Direct Mail Text/Lab Reporter 2001/#1/[Manufacturer Name].

Pickup Copy from Recent Issues

Pickup copy from recent issues should have correct styles attached—the right fonts and sizes for each type of copy—so the writer doesn't have to start from scratch on these ads. They don't have to be written in SmartSeries or copied back to SmartSeries.

To begin your update, open the Edit window, click on Paragraph Styles; if there are any styles listed that don't belong with the publication, delete them. Apply proper style to each text element. Make any changes required or that you deem necessary. Check to see that current style is used: "Price" not "Each"; "Catalog No." not "Cat. No."; "12x1.5mL" not "12 x 1.5mL"; and spell

out words wherever possible. Especially check special symbols, including Greek letters, because these are often mistranslated when Quark files are converted from Mac to PC and vice versa.

Do a spell check on the document. Remove the old page footer—the "How to Order" information or the publication name and issue; you don't have to replace it with the latest version, just leave it blank. Add a Trademark page listing known TMs. Then save the ad in the same folder as "[Manufacturer] [Product] WRITER ORIG.qxd." Print the ad and the trademark list, and return the ad envelope to the editor.

Pickup Copy from Ads Before 1999

This type of pickup copy requires more work. These ads were designed in a different style for a tabloid-size page.

If a Quark file is not available...
You'll have to create a new file and start from scratch. Open a template for the proper publication and save it on the network at Gfps1_bdc_plpgh\Jobs\Direct Mail Text\[Publication]\[Issue#]\[Manufacturer Name]. Name it like this: "[Manufacturer] [Product] WRITER ORIG.qxd. Then retype the original copy, making stylistic changes as needed, as if the ad were new. See *Preparing Original Copy,* p.3-5.

If a Quark file is available...
Open it. The styles will be wrong, so open the Edit window, click on Style Sheets, and delete all styles except "Normal". This will prevent carryover of style to your final document. Open a template for the proper publication and save it on the network at Gfps1_bdc_plpgh\Jobs\Direct Mail Text\[Publication]\[Issue#]\[Manufacturer Name]. Name it like this: [Manufacturer] [Product] WRITER ORIG.qxd.

In the renamed template page, create text boxes for A-header, B-header(s), body text, chart(s), ordering

table(s), and any other elements needed. Create photo boxes for all photos to be used. Then copy the text for each ad element from the old version of the ad to a text box in the new version. As you copy each element, apply the proper style: click on Style, then click on Paragraph Style Sheet. The text box should have "No Style" if you've followed the instructions. Just click on the style you want in the drop-down window: "BT/Heading A" for a *BioTrack* main header; "Heading A/LR" for a *LabReporter* main header, for example.

Follow suit until you've copied all the ad elements into their separate boxes and styled the text.

Note: When you restyle ordering-table copy, you may find that your tab settings are lost. You'll have to reset them.

Copy photos from the old version to the new in the same way. If there are new photos, place them in the photo box instead.

When you've copied the text, and made any changes needed, do a spell check, check all special symbols, add your trademarks page, and save the ad in the same folder as "[Manufacturer] [Product] WRITER ORIG.qxd." Print the ad and the trademark list and return the ad envelope to the editor.

Working in Quark

Templates

Copying or Flowing from SmartSeries

When you write original copy in SmartSeries, you must flow or copy it into a Quark version. Use the latest Galley Flow utility to flow your copy. Once it's in a Quark document, you can copy it into a *BioTrack* or *LabReporter* template, or rework your galley flow into the publication's style by changing margins, deleting old style sheets, and appending the publication's style sheets.

Creating Ads Directly in Quark or Copying Text from a SmartSeries Galley

Use the templates provided on the Network for *BioTrack* and *LabReporter* to begin your ad. There will be a variety of templates, including single- and two-page spreads, in two- and three-column formats (see Example 1 on next page). Pick the one that is best suited for your ad—you can always change column formatting if it doesn't work.

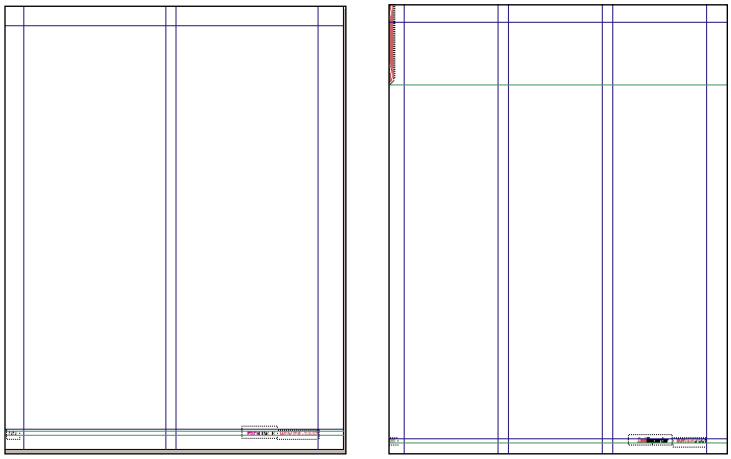
Using the templates makes it easier for the editor and the designer to do their work, helps make sure your copy fits the space, and helps prevent mistranslation of characters.

Ad Elements
Include headlines, text, photos, captions, etc. See p. 3-4 for sample ads showing all the required and optional ad elements for these publications. Place each ad element in a separate text box or picture box to make them easier to rearrange.

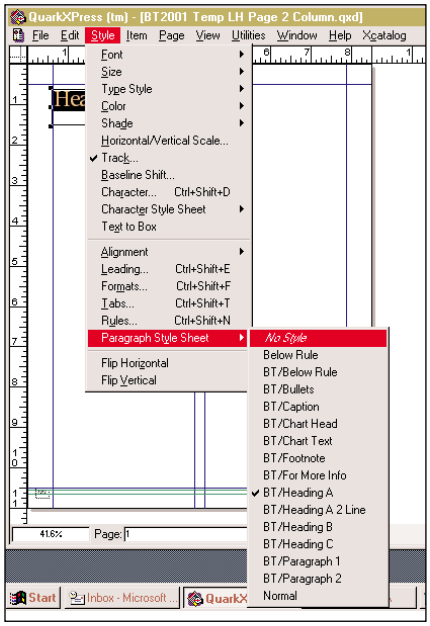
Apply Style to Each Element
Use the style sheets attached to each template to apply a paragraph style in each text box. If the font or size doesn't look right, apply "No Style," then reapply the correct style. This should get rid of any problems (see Example 2 on next page).

Using Guidelines
Size your text and photo boxes to fit within the blue guidelines on the template. (If you don't see them, click on View, then Show Guidelines.) It won't help to cheat on the guidelines—your editor will have to cut copy to make it all fit.

Example 1



Example 2



Fonts & Symbols

- To get the proper fonts for *BioTrack* and *LabReporter,* you must have Adobe Type Manager installed on your PC. If you need to have this done, see the editor. Once the software is installed, you will have special font sets available for each publication.
- Note that FisherSci font characters may need to be retyped in the current font that you're working in, whenever the character in question is available in that font.
- The *Symbol Shortcuts* chart that follows is a list of exceptions to normal practice—specific instances where Publication Style font and character number differs from catalog practice.

Symbol Shortcuts

Use these in Times, Stone Serif, or Helvetica:		
To get	**Type**	**See**
Degree: USE ONLY	Alt+0176	°
Bullet: USE ONLY	Alt+0149	•
Mu: USE ONLY	Alt+0181	µ
Plus or minus: USE ONLY	Alt+0177	±
Ellipsis: USE ONLY	Alt+0133	…
For these you MUST use Times Font:		
Dagger	Alt+0134	†
Double Dagger	Alt+0135	‡
For these you MUST use Math-PS Font:		
Less than or Equal to	Alt+0163	≤
Greater than or Equal to	Alt+0179	≥
Right Arrow	Alt+0174	→
Approximately	Alt+0187	≈
Alpha	Alt+0097	α
Beta	Alt+0098	β
Epsilon	Alt+0101	ε
Gamma	Alt+0103	γ
Lambda	Alt+0108	λ
For these you MUST use Univ NewswCommPi:		
Inch mark	9	♧
Foot mark or Prime:	8	♣

For a complete list of symbols and Quark shortcuts, see *Symbols and Signs,* starting on p. 6-26.

Brochures/Data Sheets

Get the following information from marketing, in writing:

- Source material
- The overall marketing message
- Images to be used
- Number of pages and page dimensions
- Copy length on cover and inside (if more than a one-pager)
- The top three to five selling points of the product or service
- Marketing and supplier contacts for additional information
- Special offers, premiums, or incentives
- Keywords or buzzwords
- Prices (to include or not to include)
- Deadline

When writing brochures and data sheets, keep in mind the following things:

- Use an informal, conversational, advertising-type writing style.
- Reserve the cover for photos and short, snappy bulleted points.
- Reserve the lower half of the last page for Fisher boilerplates, logos, self-mailers, etc.
- If you need more space, ask the product manager if you can add additional pages.

Section 4

Proofreading Guidelines

- **Dos and Don’ts**
- **Proofreading Method**
- **Reader Service Cards**
- **Sources**
- **Trademarks**
- **Word Breaks**
- **LabReporter and BioTrack**

Section 4

Proofreading Guidelines

Do

- Use purple ink.
- Circle missing prices, page numbers, and Cat. Nos.
- Align decimals and slashes in price columns.
- Indicate corrections clearly and legibly.
  (See *Proofreaders' Marks,* starting on p. 6-12).
- Focus on the following areas:
  - Spelling and abbreviations
  - Usage and grammar
  - Punctuation
  - Trademarks
  - Fisher style
  - Word breaks
- Write initials and date at bottom of page.

Don't

- Clarify the meaning of the copy.
  (Making the content's meaning clear is the writer's responsibility.)
- Correct the graphic appearance of the copy.
  (This includes typographical standards for widows, orphans, and crashes, as well as the images used.)

Proofreading Method

For new proofs, two readers (in succession) review the material, reading the proof against original copy. For subsequent proofs, a single reader reviews the proof against the copy.

In the past, we used a team approach. In team proofing, one proofreader reads the original document aloud while another proofreader follows the printed text on the proof, making corrections.

Note: Depending on the project, any or all of the above methods may be used.

Reader Service Cards

In a reader service card filler, the words **"check Reader Service Card No. 00"** should be bold. If the number is missing, circle the zeros. In later stages of the catalog-production process, refer to the Reader Service Card list and insert the correct number.

Sources

Fisher style	*Fisher Style Manual*
Punctuation	*Fisher Style Manual,* *The Elements of Style*
Spelling and abbreviations	*Fisher Style Manual,* *American Heritage Dictionary*
Trademarks	See "Trademarks" below.
Usage and grammar	*Fisher Style Manual,* *The Elements of Style*
Word breaks	*American Heritage Dictionary*

Trademarks

Trademarks should be marked with an asterisk on the first occurrence of a coupon or a page, depending on what you're proofing. When you encounter a new trademark, enter the trademark and its owner in the trademark database, located at the following path: (Gfps1_bdc_plpgh\Database\Trademrk\). To determine the owner of a trademark, consult the following sources:

- *The Directory of U.S. Trademarks* (several volumes)
- U.S. Patent and Trademark Office Web Site (www.uspto.gov)
- Some company Web sites have a list of their registered trademarks.
- Call the vendor. (Request verification via fax or e-mail.)

Word Breaks

At the end of a line, a word should be broken between syllables. Consult *The American Heritage Dictionary* for syllable breaks. The following should not be broken at the end of a line:

- Trademarks
- Catalog numbers
- Proper nouns
- Words that already contain fixed hyphens (i.e., gram-negative)
- A number and its attached unit (i.e., 5 ft.)

Note: It's okay to break up dimensions (i.e., L x W x H).

LabReporter and BioTrack

The following rules are specific to *LabReporter* and *BioTrack:*

- Use “Catalog No.” (not Cat. No.) in tables.
- “Price” is used instead of “Each” in tables.
- Include a dollar sign ($) on all prices.
- Repeat all units in a table column.
- “Case,” “Pack,” and “Each” are often written out in table columns.
- Do not bump the footnote symbol to the footnote itself.
- Dimensions are “squeezed together” in tables and draft copy (i.e., 20x24").
- Reader Service Card fillers simply read, “For more information, check **829.**”
- Fisherbrand headers are blue (but the catalog numbers remain black).
- In tables, conversions are not used as often as they are in the Fisher general catalog.

Section 5

Data-Researching Guidelines

- **Authoring New Products**
- **Product Name Attribute**
- **ZZProduct Name Table**
- **Line-Item Additions**
- **New Chemical Content**

Section 5

Data-Researching Guidelines

Authoring New Products

1. Verify information in IMEN.

- Verify that the catalog numbers are valid in IMEN.
- Using vendor literature, verify correctness of other information in IMEN (description, standard unit and count, alternate unit and count, vendor name and account. no., vendor catalog no., etc.). If you find errors in IMEN, submit an IMEN Change Request Form to the product manager or the buyer.

2. Find the group in SmartSeries.

- Find the correct product group (or groups) in the Preview event. Follow the hierarchy pathway provided by the Information Documentation Specialist.

3. Double-click on the group and enter the following:

- Enter the supplier priority status on the group's profile tab.
- Enter the group attribute “New” with a date value four months from the current date. (For example, if the group is being created on August 12, the date value should be entered as 12/12/2000.)
- As needed, enter the group attributes “Promotion” and “Demonstration” with appropriate values.

4. **Create the items.**
   - Create items, using the attributes attached to the hierarchy.
   - If possible, develop values for all other item attributes by combing through supplier information. (Evaluate whether seeking values for some less significant attributes will unnecessarily delay processing of the request.)
5. **Make sure the information is complete.**
   - If you feel that the information supplied with the work order is not sufficient for writing to begin efficiently, request additional information by e-mail or by searching supplier online and print literature.
6. **Create a table named ZZProduct Name (see instructions on p. 5-6).**
7. **Order images for appropriate groups.**
   - Enter image orders in the authoring system using the SmartSeries Image Order function (see *SmartSeries Technical Reference Guide*).
   - Call the supplier and request that images (in electronic or film form) be sent to the Database Specialist for Images (DSI).
   - If a product must be ordered for photography, notify the DSI.
8. **For each new item, check the condensed item number keyword.**
   - Make sure that it is the catalog number with no hyphens.
   - Delete any duplicate or incorrect condensed item keyword values.
9. **Check all glyph tags in the attribute values.**
10. **Pass the packet on to the next station, as designated by the editor.**

Product Name Attribute

To fill in the Product Name attribute value, use the following example:

The following should appear in the value:	
Proper Noun or Noun Phrase	Exam glove
Primary adjective, if needed	Latex
Secondary adjective, if needed	Powdered
Trade or brand name	Fisherbrand

The following may appear in the value *only if* no other attribute for them exists among those preselected for the item:	
Model	
Primary detail	XS
Secondary detail	9½" long
Tertiary detail	8mil thick
Additional detail	Ambidextrous
Additional detail	Single-use
Additional detail	Natural color
Additional detail	Rolled cuff
Additional detail	Tested per ASTM D 3578
Application	Superior sensitivity and dexterity

1. In the Product Name field, enter the details as follows, *if no other attributes in which to store these details are present:*

Exam glove, Latex, Powdered, &Fisherbrand;, XS, 9 ½″ long, 8mil thick, Ambidextrous, Single-use, Natural color, Rolled cuff, Tested per ASTM D 3578, Superior sensitivity and dexterity

2. If attributes for size, length, thickness, type, color and use are present, then enter this:

Exam glove, Latex, Powdered, &Fisherbrand;, Rolled cuff, Tested per ASTM D 3578

- Use commas to separate the elements.
- The order of additional details is not significant.
- See vendor literature for primary, secondary and tertiary details.
- Do not exceed 120 characters, including SGML tags.
- Include adjectives and details.

ZZProduct Name Table

The purpose of this table is to provide a vehicle for a supplier to review the Product Name attribute value for an item. This value is intended to be an item-level description, stored in the authoring database for use in customer-specific history-of-sales catalogs.
Note: An editor will delete this table after the vendor-approval process.

Here is a three-column table containing the following attributes:

Product Name (see above),
Manufacturer No., and
Catalog Number.

The column headers are: Item Description for e-commerce, [Supplier name] No., and Cat. No. The class is Catalog. Here is the ZZProduct Name table for the Fisherbrand Latex Exam Gloves in the example on the previous page.

Item Description for E-Commerce	Fisher No.	Cat. No.
Exam glove, Latex, Powdered, Fisherbrand, XS, 9" long, 8mil thick, Ambidextrous, Single-use, Natural color, Rolled cuff, Tested per ASTM D 3578, Superior sensitivity and dexterity.	11-394-4AA	**11-394-4AA**
Exam glove, Latex, Powdered, Fisherbrand, S, 9" long, 8mil thick, Ambidextrous, Single-use, Natural color, Rolled cuff, Tested per ASTM D 3578, Superior sensitivity and dexterity.	11-394-4A	**11-394-4A**
Exam glove, Latex, Powdered, Fisherbrand, M, 9" long, 8mil thick, Ambidextrous, Single-use, Natural color, Rolled cuff, Tested per ASTM D 3578, Superior sensitivity and dexterity.	11-394-4B	**11-394-4B**
Exam glove, Latex, Powdered, Fisherbrand, L, 9" long, 8mil thick, Ambidextrous, Single-use, Natural color, Rolled cuff, Tested per ASTM D 3578, Superior sensitivity and dexterity.	11-394-4C	**11-394-4C**

Note: The second column always contains a Manufacturer No., even if the items are Fisherbrand or Fisher labeled, as in the example above.

Line-Item Additions

A line-item addition involves updating an existing coupon by adding new item(s) to a group.

1. **Go to the appropriate group in the Root and create the new items.**

   Do this by copying an existing item in that group and modifying its attribute values. **Note:** Do not mark the items (or group) as New.

2. **For each new item, check the condensed item number keyword.**

   It should be the catalog number with no hyphens. Delete any duplicate or nonmatching (to the item number) condensed item keyword values.

3. **Place the items in the existing tables.**

   Make sure you insert them in the proper order within the tables.

4. **Read the ad copy and determine whether it needs to be reviewed for modification because of the addition.**

   - If no ad copy update is needed, mark the work order as completed and return it to Database Information Manager.
   - If the ad copy needs to be reviewed, give the work order to an Editor.

New Chemical Content

1. **Using the SmartSeries interface, find the appropriate product group created by the Information Documentation Specialist (IDS) in the Preview Event.**

   Analytical Reagents will be under the Fisher Chemical Catalog hierarchy; Bioreagents, under the Fisher BioReagents Catalog hierarchy; Organic chemicals, under the Acros Organics Catalog hierarchy.

2. **Make sure the group name contains the following elements:**

   - The chemical name (i.e., Acetone)
   - The purity grade (i.e., HPLC or USP/NF/FCC or GC Resolv or other), or
   - The chemical name note (i.e., powder. Only use this if no purity grade is listed, or if the chemical names and purity grades of two chemicals are identical).

3. **Open the group. You will see that the hierarchy attributes have been attached. Using analytical reports for chemical items (obtained through Christina Teramana), fill in as many attribute values as possible.**

   - The Spill Cleanup symbol attribute value must be obtained from Scott Amoroso's file (obtained through Christina Teramana).
   - For Fisher manufactured analytical reagents, we present full attributes; for supplier reagents we do not. As a guide to which attributes to populate, review the listings for other products from the same supplier.

4. **Enter the group attribute "New," with a date value four months from the current date.**

   For example, if the group is being created on August 12, the date value for the New attribute should be entered as 12/12/2000.

5. **Make sure that the Manufacturer attribute value is filled in at the group level. It should read as follows:**

If the chemical's manufacturer is:	The group-level Manufacturer attribute should be:
Fisher	Fisher Chemicals or Fisher BioReagents
EM Science	EM Science
Ultra Scientific	Ultra
LabChem	LabChem
Spex Certiprep	SPEX
Acros Organics	Acros

6. **Create new items, filling in values for attributes attached to the hierarchy.**

7. **Create a Catalog-class ordering table for each group, according to the conventions in use.**

8. **Pass the request packet on to the next station, as designated by an editor.**

Section 6

References

- **Abbreviations and Acronyms**
- **Conversion Tables**
- **Proofreaders' Marks**
- **Word List**
- **Symbols**
- **Usage**

Section 6

References

Abbreviations and Acronyms

Left-hand column shows correct style for use in the Fisher Catalog. **Note:** Entries for units of measure are expressed in the singular, whether referring to one unit or several. Some symbols appear in this listing; for a complete list of symbols, see *Symbols and Signs*, p. 6-26.

Abbrev./ Acronym	Description	Notes	Bump
A	Absorbance	In spectrophotometer charts; also Abs	**B**
A	Ampere	----	**B**
Å	Angstrom	Equal to 10^{-10}m	**B**
AAMI	Association for the Advancement of Medical Instrumentation	----	----
AASHTO	American Association of State Highway and Transportation Officials	----	----
Abs	Absorbance	In spectrophotometer charts; also A	**B**
ABS	Acrylonitrile Butadiene Styrene	Plastic	----
AC	Alternating Current	----	**B**
Accry.	Accuracy	Used in charts when space is limited	----
ACS	American Chemical Society	----	----
ADA	Americans with Disabilities Act	----	----
adj.	Adjustable	----	----
AED	Automated External Defibrillator	----	----
AFFF	Aqueous Film Forming Foam	----	----
AIDS	Acquired Immune Deficiency Syndrome	----	----
a.m.	*Ante Meridiem*	----	----
Amb.	Ambient	Used in charts when space is limited	----
Amp	Ampere	----	----
ANSI	American National Standards Institute	In the Safety Section	----
AOAC	Association of Official Agricultural Chemists	----	----
APF	Assigned Protection Factor	----	----
APHA	American Public Health Association	----	----
API	American Petroleum Institute	----	----
approx.	Approximately	Used in charts when space is limited	----
ARI	Air-Conditioning and Refrigeration Institute	----	----
AS	Acrylonitrile-Styrene	----	----
ASCII	American Standard Code for Information Interchange	----	----
ASTM	American Society for Testing and Materials	----	----
ATC	Automatic Temperature Compensation	ATC probe; in the pH/pX (Electrodes) Section	----
ATCC	American Type Culture Collection	----	----
atm.	Atmosphere	Okay to use without the period	----
ATP	Adenosine Triphosphate	----	----
A.U.	Astronomical Unit	----	----
AUFS	Absorbance Unit Full Scale	----	----
AV	Audio-visual	----	----
avg.	Average	----	----
AWWA	American Water Works Association	----	----
A2LA	American Association for Laboratory Accreditation	----	----
B	Buttress	Screw-cap size	----
bar	Unit of pressure equal to one million dynes per square centimeter	Approximately 1 atm	----
BASIC	Beginners All-purpose Symbolic Instruction Code	Computer language	----
BBP	Bloodborne Pathogen	----	----

BFE	Bacteria Filtration Efficiency	----	----
BHA	Butylated Hydroxyanisole	----	----
BHT	Butylated Hydroxitoluene	----	----
BLEVE	Boiling Liquid Expanding Vapor Explosion	----	----
BNC	Bayonet N Connector	In the pH/pX (Electrodes) Section.	----
BOD	Biochemical Oxygen Demand	----	----
bp	Base Pair	DNA; formerly bP	----
b.p.	Boiling Point	Prevalent in Acros Organics catalog	----
BP	British Pharmacopeia	----	----
bps	Bits Per Second	----	----
Bps	Bytes Per Second	----	----
BTT	Breakthrough Time	----	----
BTU	British Thermal Unit	----	----
C	Concentration	----	----
C	Coulomb	----	----
°C	Degree Celsius or Degree Centigrade	----	----
ca.	Circa	----	----
CAD	Computer-Assisted Design or Computer-Aided Drafting	----	----
Capac.	Capacity	Used in charts when space is limited	----
CAS Reg.	Chemical Abstract Service Registration	----	----
Cat. No.	Catalog Number	Sometimes plural (Cat. Nos.) in body copy	----
cc	Cubic Centimeter	Used for liquid or gas volumes (see also cm^3)	**B**
cc/min.	Cubic Centimeter(s) per Minute	----	----
CDC	Centers for Disease Control	----	----
CE	Conformite Europenne	All CE-approved products bear the CE mark.	----
CENELEC	European Committee for Electrotechnical Standardization	----	----
CF	Continuous Flow	----	----
CFC	Chlorofluorocarbon	CFC-free refrigerant	----
cfh	Cubic Feet per Hour	----	----
cfm	Cubic Feet per Minute	----	**B**
cfs	Cubic Feet per Second	----	----
CFR	Code of Federal Regulations	*Example:* OSHA 29CFR1910.903	**B**
CFU	Colony Forming Unit	Bacterial level, <1CFU/mL	**B**
CFU	Control Functional Unit	----	----
CGS	Centimeter–Gram–Second	----	----
CI	Color Index (British)	----	----
CLP	Contract Laboratory Program	----	----
cm	Centimeter	----	**B**
cm^3	Cubic Centimeter	Used for solid, physical dimensions (see also cc)	**B**
CO_2	Carbon Dioxide	----	----
COD	Chemical Oxygen Demand	----	----
COM	Communications Port	----	----
Conc.	Concentration	----	----
Contd.	Continued	----	----
cp	Centipoise	----	**B**
cpm	Cycles per Minute	----	**B**
cpm	Counts per Minute	----	----
CPR	Cardiopulmonary Resuscitation	----	----
cps	Characters per Space	----	----
cps	Counts per Second	----	----
CPU	Central Processing Unit	----	----
CRT	Cathode Ray Tube	----	----
cS	centistoke	----	----
Cs.	Case	Used in charts when space is limited	----
CSA	Canadian Standards Association	Similar to UL here in the US	----
CSM	Chemical Surety Materials	----	----
CSR	Center for Scientific Research	*Example:* FDA CSR21-177.1315	----
CSR	Customer Service Representative	----	----
cSt	Centistoke	Viscosity, 52 cSt (245SUS)	----
CST	Central Standard Time	----	----
CTP	Cytidine Triphosphate	----	----
cu.	Cubic	----	----
cu. ft.	Cubic Feet	----	----
cu. in.	Cubic Inch	----	----
CUL	(See ULC)	----	----
cu. yd.	Cubic Yard	----	----
D	Depth	----	**B**
D	Dextrorotary	Also lowercase d	----
d	Dalton	----	----
dATP	Deoxyadenosine Triphosphate	----	----
dB	Decibel	----	**B**
dBA	Decibel A-Weighted	----	----
DC	Direct Current	----	**B**
dCTP	Deoxycytidine Triphosphate	----	----

dGTP	Deoxyguanosine Triphosphate	----	----
dia.	Diameter	----	----
DIN	*Deutsche Industrie Norm* (see mini-DIN)	Refers to electrical connections	----
DL	Dextro-Levorotary	Racemic mixture	----
DNA	Deoxyribonucleic Acid	----	----
DNase	Deoxyribonuclease	----	----
DO	Dissolved Oxygen	----	----
DOS	Disc Operating System	----	----
DOT	United States Department of Transportation	DOT 49CFR173.3	----
doz.	Dozen	Used in charts when space is limited	----
dpi	Dots per Inch	----	----
dr.	Dram	----	----
dsDNA	Double-Strand Deoxyribonucleic Acid	----	----
dTTP	Deoxythymidine Triphosphate	----	----
dwt.	Pennyweight	----	----
dyne	A centimeter-gram-second unit of force	Measured and read directly to ±0.25 dyne/cm	----
Ea.	Each	Used in charts when space is limited	----
ed.	Edition	----	----
EEBA	Emergency Escape Breathing Apparatus	----	----
e.g.	Exempli gratia	Precedes an example (e.g., example)	----
EIA	Electrical Industries Association	----	----
EIA	Enzyme Immunoassay	----	----
ELISA	Enzyme Linked Immunosorbent Assay	----	----
EMI	Electromagnetic Interference	----	----
EP	European Pharmacopeia	----	----
EPA	United States Environmental Protection Agency	*Example:* US EPA 40CFR136	----
EPROM	Erascable Programmable Read-Only Memory	----	----
EPS	Encapsulated PostScript	----	----
Eq	Equivalent	----	----
ESD	Electrostatic Discharge	----	----
EST	Eastern Standard Time	----	----
et al.	Et alii (and others)	----	----
ETFE	Ethylene-tetrafluoroethylene	----	----
ETL	Edison Testing Laboratories	*Example:* ETL listed	----
EtO	Ethylene Oxide	----	----
EU	Electronics Unit	----	----
EU	Engineering Unit	----	----
EU	Endotoxin Unit	*Example:* Endotoxin level is less than 0.5EU/mL.	**B**
eV	Electron Volt	*Examples:* 10.6eV, or 10 to 10.6eV	**B**
f	Focal Length	----	----
°F	Degree Fahrenheit	----	----
FB	Front-to-back	Do not use. Use D (Depth) instead.	----
FCC	Federal Communications Commission	----	----
FCC	Food Chemicals Codex	----	----
FDA	Food and Drug Administration	----	----
Fed. Spec.	Federal Specifications	----	----
FEP	Fluorinated Ethylene Propylene	----	----
Fed. Std.	Federal Standards	----	----
Fig.	Figure	----	----
FM	Factory Mutual	*Example:* FM approved	----
FORTRAN	Formula Translation	----	----
FoV	Field of View	----	----
fpm	Feet per Minute	----	**B**
FR	Flame Resistant	----	----
freq.	Frequency	----	----
FS	Full Scale	----	----
ft.	Feet	----	----
ft-c	Foot-Candle	----	----
$ft.^2$, $ft.^3$	Square Feet, Cubic Feet	Use sq. ft. and cu. ft., per Fisher style.	----
g	Gram	----	**B**
G	Gravity	Used in the Centrifuge Section; see also xG.	**B**
gal.	Gallon	----	----
GC	Gas Chromatography	Spell out on first occurrence	----
GIF	Graphics Interchange Format	Type of photo file	----
GL-45	GL-45 thread	----	----
GLC	Gas-Liquid Chromatography	Spell out on first occurrence	----
GLP	Good Laboratory Practice	----	----
GmbH	German abbreviation similar to Co., Inc., or Ltd.	----	----
GMP	Good Manufacturing Practice	----	----
gpg	Grams per Gallon	----	**B**
GPI	Glass Packaging Institute	Screw/thread index	----
gpm	Gallons per Minute	----	----
gr./gal.	Grains per Gallon	----	----
G	Gauss	----	----
GTP	Guanosine Triphosphate	----	----

H	Height or High	----	**B**
Haz Mat	Hazardous Materials	----	----
HCFC	Halogenated Chlorofluorocarbon	----	----
hCG	Human Chorionic Gonadotropin	*Example:* mIU hCG/mL	----
HDPE	High-Density Polyethylene	----	----
HEPA	High Efficiency Particulate Air	Filter	----
HFC	Hydrofluorocarbon	HFC refrigerant	----
Hg	Mercury	----	**B**
HIV	Human Immunodeficiency Virus	----	----
hp	Horsepower	*Example:* 1/8hp	**B**
hPa	Hectopascals	Pressure measurement	----
HPLC	High-Performance Liquid Chromatography	Spell out on first occurrence	----
hr.	Hour	----	----
HTS	High-Throughput Screening	----	----
Hz	Hertz	Formerly cycles per second	**B**
IC	Ion Chromatography	Spell out on first occurrence	----
ICC	Interstate Commerce Commission	----	----
I.D.	Inside Diameter	----	----
IDLH	Immediately Dangerous to Life and Health	----	----
i.e.	Id est (that is)	Precedes an example (i.e., example)	----
IEC	International Electrochemical Commission	----	----
IEC	International Electrotechnical Commission	----	----
IEEE	Institute of Electrical and Electronic Engineers	----	----
Ig	Immunoglobulin	Followed by capital letter, as in IgG	----
in.	Inch	----	**B**
"Hg	Inches of Mercury	----	**B**
I/O	Input/Output	----	----
IOLM	International Organization for Legal Measurement	English version of OIML	----
IPS	International Pipe Standard	----	----
IR	Infrared	----	----
ISE	Ion-Selective Electrode	----	----
ISO	International Standards Organization	----	----
IU	International Unit	----	----
IV	Intravenous	----	----
J	Joule	----	----
JPEG	Joint Photographic Experts Group	Type of photo file	----
K	Kelvin	Formerly °K	----
K	Kilobyte	1024 bytes	**B**
kΩ	Kilohm		
kb	Kilobar	----	----
kb	Kilobase	----	**B**
kd	Kilodalton	----	----
KEMA	Keuring van Electrotechnische Materialen	Dutch testing institute	----
KF	Karl Fischer	----	**B**
kg	Kilogram	----	**B**
kgf	Kilograms of Force	----	**B**
kHz	Kilohertz	----	**B**
kilohm	kilohm	----	**B**
km	Kilometer	----	**B**
kPa	KiloPascal	----	**B**
kPag	KiloPascal, Gauge Pressure	Vacuum to 25"Hg (84kPag)	**B**
kV	Kilovolt	----	**B**
kW	Kilowatt	----	**B**
kWh	Kilowatt Hour	----	**B**
L	Large	----	----
L	Length	----	----
L	Levorotatory	Also lowercase l	----
L	Liter	----	**B**
lb.	Pound	----	----
LC	Liquid Chromatography	Spell out on first occurrence	----
LCD	Liquid Crystal Display	Do not use redundant phrase "LCD Display."	----
LDC	Lower Detection Limit	----	----
LDPE	Low-density Polyethylene	----	----
LED	Light Emitting Diode	----	----
LEL	Lower Explosion Limit	----	----
Lg.	Large	----	----
LWD	Long Working Distance	----	----
lm	Lumen	----	----
lpm	Lines per Meter	----	----
L/min.	Liters per Minute	----	**B**
m	Meta	----	----
m	Meter	----	**B**
m	Milli- (prefix)	----	----
M	Medium	----	----

M	Molar Concentration	----	**B**
MΩ	Megohm	See also: Megohm(s) and Megohm•cm	----
mA	Milliampere	----	**B**
max.	Maximum	----	----
MB	Megabyte	----	**B**
mbar	Millibar	----	**B**
Med.	Medium	----	----
megohm(s)	Megohm	See also: MΩ and Megohm•cm	**B**
megohm•cm	megohm per centimeter	See also: Megohm(s) and MΩ	----
mEq	Milliequivalent	----	**B**
mg	Milligram	----	**B**
MHz	Megahertz	----	**B**
Micro (µ)	Micro or Greek mu	See *Symbols and Signs,* p. 6-26.	**B**
Micron	Micrometer	Use micrometer (µm) instead	----
mil	Mil	----	**B**
MIL-STD	Military Standard	----	----
min.	Minimum	----	----
min.	Minute	----	----
mini-DIN	Mini *Deutsche Industrie Norm*	Refers to electrical connections	----
minim	minim	----	**B**
mIU	Milli-International Unit	*Example:* mIU hCG/mL	**B**
mL	Milliliter	----	**B**
mm	Millimeter	----	**B**
mM	Millimolar Concentration	----	**B**
mmB	Millimeter Buttress	----	----
mmHg	Millimeters of Mercury	----	**B**
mmol	Millimole	----	**B**
modem	MODulator/DEModulator	----	----
mol	Mole	----	----
mOsm	Milliosmol	----	**B**
MP	Melting Point	----	----
MPa	Megapascal	----	**B**
MPEG	Moving Pictures Experts Group	----	----
mph	Miles per hour	----	**B**
mps	Meters per Second	----	----
mS	Millisiemens	----	**B**
MS	Mass Spectrometry	----	----
MSDS	Material Safety Data Sheet	----	----
msec.	Millisecond	Also ms	**B**
MSHA	Mine Safety and Health Administration	----	----
MST	Mountain Standard Time	----	----
MUTCD	Manual on Uniform Traffic Control Devices	----	----
mV	Millivolt	*Example:* mV/dB	**B**
mW	Megawatt	*Example:* Measures 1 to 19.99mW/cm^2	----
MW	Molecular Weight	----	**B**
MWCO	Molecular Weight Cutoff	----	----
N	Newton	----	**B**
N	Normal Concentration	----	**B**
N.A.	n sin a[lpha]	*Example:* N.A. 0.2 condenser	----
ND	None Detected	----	----
^{n}D	Refractive Index	----	**B**
NE Code	National Electrical Code	----	----
NEC	National Electrical Code	----	----
neg.	Negative	----	----
NEMA	National Electrical Manufacturers Association	----	----
NESF	National Electrical Safety Foundation	----	----
Net wt.	Net Weight	----	----
NF	National Formulary	----	----
NFPA	National Fire Protection Association	----	----
NiCad	Nickel-cadmium (battery)	Do not use. Use NiCd instead.	----
NiCd	Nickel-cadmium (battery)	----	----
NIOSH	National Institute for Occupational Safety and Health	----	----
NIST	National Institute of Standards and Technology	----	----
nm	Nanometer	----	**B**
Nm	Newton-meter	----	----
NMWC	Nominal Molecular Weight Cutoff	----	----
NMWL	Nominal Molecular Weight Limits	Membranes with NMWL from 1000 to 100	----
No.	Number	----	----
NPDES	National Pollutant Discharge Elimination System	----	----
NPDWR	National Primary Drinking Water Regulation	----	----
NPS	National Pipe Straight Thread	*Example:* 1/4 NPS	----
NPT	National Pipe Tapered Thread	*Example:* 1/4 NPT	----
NRR	Noise Reduction Rating	Ear plugs have an NRR of 30dB.	----
Ns/m^2	Newton Seconds per Meter Squared	----	----

nsec.	Nanosecond	----	**B**
NSF	National Sanitation Foundation International	Products get an NSF Mark.	----
NT	Not Tested	----	----
NTEP	National Type Evaluation Program	----	----
NTP	Normal Temperature and Pressure	----	----
NTU	Nephelometric Turbidity Unit	Turbidimeters (i.e., 0.02 NTU)	----
NVLAP	National Voluntary Laboratory Accreditation Program	----	----
NYL	Nylon	----	----
O	Ortho	----	----
OCR	Optical Character Reader (or Recognition)	----	----
O.D.	Outside Diameter	----	----
ohm(s)	ohm	Bump unless next to subscript or superscript	**B**
OIML	Organisation Internationale de Metrologie Legale	See IOLM, which is the English version	----
ORP	Oxidation Reduction Potential	----	----
OSHA	Occupational Safety and Health Administration	----	----
oz.	Ounce	----	----
oz. t	Ounce Troy	----	----
p.	Page	Use “pp.” for plural “pages”	----
P	Poise	----	**B**
P	Para	----	----
Pa	Pascal	Equal to one newton per square meter	----
PAGE	Polyacrylamide Gel Electrophoresis	----	----
PAP	Papanicolaou	----	----
PAPR	Powered Air-Purifying Respirator	----	----
PBS	Phosphate-buffered Saline	----	----
PC	Personal Computer	----	----
PCB	Polychlorinated Biphenyls	----	----
pCO_2	Carbon Dioxide Pressure	----	----
PCR	Polymerase Chain Reaction	Always requires a footnote	----
Pcs.	Pieces	Used in charts when space is limited	----
PD	Pressure Demand	----	----
PDF	Portable Document Format	---	----
PE	Polyethylene	----	----
PEL	Permissable Exposure Limit	----	----
PES	Polyethersulfone	----	----
PETG	Polyethylene Terephthalate Glycol	----	----
PFA	Perfluoro (Alkoxyalkane) Copolymer	*Examples:* PFA flasks with screw caps	
pH	Potential of Hydrogen	*Examples:* 8pH vs. pH 8 (After number, bump)	**B**
ph	Phase	----	----
P_i	Inorganic Phosphate, Inorganic Pyrophosphate	Also PP_i	----
PID	Photoionization Detector	----	----
PID	Proportional Integrated Differential	----	----
Pixel	Picture Element	----	----
Pk.	Pack	Used in charts when space is limited	----
p.m.	Post Meridian	----	----
PM	Preventive Maintenance	----	----
PMMA	Polymethylmethacrylate	----	----
PMP	Polymethylpentene	----	----
pO_2	Oxygen Pressure	Clinical	----
pp.	Pages	Use “p.” for singular “page”	----
PP	Polypropylene	----	----
ppb	Parts per Billion	----	----
ppcm	Picks per Centimeter	----	**B**
ppi	Picks per Inch	----	**B**
PP_i	Inorganic Phosphate, Inorganic Pyrophosphate	Also P_i	----
ppm	Parts per Million	----	----
ppo	Polyphenylene Oxide	----	----
ppt	Parts per Trillion	----	----
Pr.	Pair	Used in charts when space is limited	----
PR	Permeation Rate	----	----
PROM	Programmable Read-Only Memory	----	----
PSA	Pressure Swing Adsorption	----	----
psi	Pounds per Square Inch	----	**B**
psig	Pounds per Square Inch Gauge	----	**B**
PST	Pacific Standard Time	----	----
pt.	Pint	----	----
PTFE	Polytetrafluoroethylene	----	----
PVA	Polyvinyl Alcohol	----	----
PVC	Polyvinyl Chloride	----	----
PVDF	Polyvinylidenefluoride	----	----
pX	Potential for ions other than hydrogen	----	----
QC	Quality Control	----	----
qt.	Quart	----	----

qty.	Quantity	----	----
R	Radius	----	----
RA	Rheumatoid Antigen or Antibody	Factor	----
rad	Radian	----	----
RAM	Random Access Memory	----	----
RC	Regenerated Cellulose	----	----
rcf	Relative Centrifugal Force	----	**B**
R&D	Research and Development	----	----
Repr.	Reproducibility	Used in charts when space is limited	----
Reqts.	Requirements	Used in charts when space is limited	----
R^f	Retardation Factor	----	----
RF	Radio Frequency	----	----
RFI	Radio Frequency Interference	----	----
Rh	Rhesus (monkey) Blood Groupings	Often “Negative” or “Positive”	----
RH	Relative Humidity	----	----
RIA	Radio Immunoassay	----	----
RNA	Ribonucleic Acid	----	----
RNase	Ribonuclease	----	----
ROM	Read Only Memory	----	----
rpm	Revolutions per Minute	----	**B**
rps	Revolutions per Second	----	**B**
RS-232-C	RS-232-C Computer Interface Port	Do not use RS-232, per Fisher style	----
RS-485-C	RS-485-C Computer Interface Port (with converter)	Converts to RS-232-C	----
rsd	Relative Standard Deviation	----	----
RT-PCR	Reverse Transcriptase Polymerase Chain Reaction	----	----
S	Small	----	----
S	Symmetrical	----	----
SCBA	Self-Contained Breathing Apparatus	----	----
sccm	Standard Cubic Centimeter per Minute	1000sccm autoranging (flowmeters)	**B**
SCF	Standard Cubic Feet	----	----
SCFH	Standard Cubic Feet per Hour	----	----
SCFM	Standard Cubic Feet per Minute	0.5 SCFM	----
SD	Static Dissipating	----	----
SDS	Sodium Dodecyl Sulfate	Sodium Lauryl Sulfate	----
sec.	Second	----	----
sec	Secondary	----	----
SEI	Safety Equipment Institute	----	----
SFLA	Surfactant-Free Cellulose Acetate	----	----
Shp. wt.	Shipping Weight	No comma between it and value	----
SI	Systeme International d'Unites	International System of Units	----
SLPM	Standard Liters per Minute	----	----
SLR	Single Lens Reflex	Camera	----
Sm.	Small	Used in charts when space is limited	----
SOLAS	Safety of Life at Sea	----	----
soln.	Solution	Used in charts when space is limited	----
sp. gr.	Specific Gravity	----	----
sq.	Square	----	----
sq. ft.	Square Feet	----	----
sq. in.	Square Inch	----	----
sq. yd.	Square Yard	----	----
ssDNA	Single-Strand Deoxyribonucleic Acid	----	----
std.	Standard	----	----
STEL	Short-Term Exposure Limit	----	----
subdiv.	Subdivision	----	----
SSU	Saybolt Seconds Universal	----	----
SUS	Saybolt Universal Second	Viscosity, 52 cSt (245SUS)	----
sz.	Size	Used in charts when space is limited	----
t	Troy	----	----
T	Tesla	----	----
T	Transmittance	In the Spectrophotometers Section (%)	----
tael	Tael	Weight measure equal to 38grams (1⅓ ounces)	----
TB	Tuberculosis	----	----
TCLP	Toxicity Characteristic Leaching Procedure	----	----
TDS	Total Dissolved Solids	----	----
temp.	Temperature	Used in charts when space is limited	----
TEMP	Temperature	Used for knobs and switches on equipment	----
tert	Tertiary	----	----
TFE	Tetrafluoroethylene	----	----
TIA	Telecommunications Industry Association	----	----
TIFF	Tagged Image File Format	Type of photo file	----
TLC	Thin Layer Chromatography	Spell out on first occurrence	----
TLV	Threshold Limit Value	----	----
TM	Trademark	----	----
Tol.	Tolerance	Used in tables and charts when space is limited	----

torr	Torr	----	----
TPE	Thermoplastic Elastomer	----	----
TSCA	Toxic Substances Control Act	----	----
TTP	Thymidine Triphosphate	----	----
TWA	Time-Weighted Average	----	----
U	Units	Not “u” or “units”	**B**
UEL	Upper Explosive Limit	----	----
UL	Underwriters Laboratories	----	----
ULC	Underwriters Laboratories of Canada	----	----
ULF	Ultra-Low Frequency	----	----
ULPA	Ultra-Low Particulate Air	----	----
UN	United Nations	----	----
USA, US	United States of America	----	----
USB	Universal Serial Bus	Computer connectors	----
USCG	United States Coast Guard	----	----
USDA	United States Department of Agriculture	----	----
USDOT	United States Department of Transportation	DOT 49CFR173.3	----
USEPA	United States Environmental Protection Agency	*Example:* U.S. EPA 40CFR136	----
USNRC	United States Nuclear Regulatory Commission	----	----
USP	United States Pharmacopeia	*Example:* USP XXII Class VI Criteria	----
UV	Ultraviolet	----	----
UV/Vis	Ultraviolet/Visible	----	----
V	Volt	----	**B**
VA	Volt Ampere	----	**B**
VAC	Volt Alternation Current	----	**B**
V AC/DC	Volt Alternating Current/Direct Current	Bump V only.	**B**
VDC	Volt Direct Current	----	**B**
Vis	Visible	Usually paired with UV (i.e., UV/Vis)	----
vol.	Volume	----	----
v/v	Volume per Volume Ratio	Follows %	----
w	Watt	----	**B**
w/	With	Used only in tables (i.e., w/fittings)	----
W	Width	----	**B**
WEF	Water Environment Federation	----	----
WHO	World Health Organization	----	----
w/o	Without	Used only in tables (i.e., w/o fittings)	----
WPCF	Water Pollution Control Federation	Now the Water Environment Federation (WEF)	----
wpm	Words per Minute	----	----
wt.	Weight	----	----
w/v	Weight/Volume Ratio	----	----
w/w	Weight per Weight Ratio	Follows %	----
x	Times, By	*Example:* 2L x 5W x 6"H	----
X	Magnification	In Microscopes Section	**B**
xG	Times Gravity	Centrifugal force	**B**
XL	Extra Large	----	----
x-ref	Cross-reference	----	----
XS	Extra Small	----	----
x/y	Vertically formatted table type in SmartSeries	----	----
X-Y	X-Y Axis	----	----
Y	Yield	----	----
yd.	Yard	----	----
Yt.	Y Axis with Time Variable	----	----
y/x	Horizontally formatted table type in SmartSeries	----	----

Conversion Tables

English to Metric

When you know	Multiply by	To Find
inches	25.4	millimeters
inches	2.54	centimeters
inches	.0254	meters
feet	304.8	millimeters
feet	30.48	centimeters
feet	.3048	meters
yards	0.9144	meters
miles	1.61	kilometers
fluid ounces	29.57	milliliters
pints	0.47	liters
quarts	0.95	liters
gallons	3.79	liters
cubic feet	28.32	liters
cubic feet	0.028	cubic meters
cubic yards	0.7645	cubic meters
cubic inches	16.39	cu. centimeters
ounces	28.35	grams
ounces	.02835	kilograms
pounds	0.4536	kilograms
short tons (2,000 lb.)	0.91	metric tons
square inches	6.45	sq. centimeters
square inches	.6451	sq. meters
square feet	0.09	sq. meters
square yards	0.836	sq. meters
square miles	2.60	sq. kilometers
acres	0.40	hectares
pounds per sq. in. (psi)	68.9476	hPa

Metric to English

When you know	Multiply by	To Find
millimeters	0.0394	inches
millimeters	39.37	mils
millimeters	0.00328	feet
centimeters	0.39	inches
centimeters	.0328	feet
meters	3.28	feet
meters	1.09	yards
meters	39.37	inches
kilometers	0.62	miles
milliliters	0.03	fluid ounces
liters	1.06	quarts
liters	0.26	gallons
liters	2.12	pints
cubic meters	35.32	cubic feet
cubic meters	1.35	cubic yards
cubic centimeters	0.001	liters
grams	0.035	ounces
kilograms	2.21	pounds
kilograms	35.274	ounces
metric tons (1,000kg)	1.10	short tons
square centimeters	0.16	square inches
square meters	1.20	square yards
square kilometers	0.39	square miles
hectares	2.47	acres
hPa	0.0145	psi

Temperature Conversions

When you know	Do This	To Find
℃	(℃ x 1.8) + 32	℉
℉	(℉ – 32) ÷ 1.8	℃

English Equivalents

Unit	Equivalent
Foot	12 inches
Yard	36 inches or 3 feet
Mile	5280 feet or 1760 yards
ounce	1/16 pint
gill	4 ounces
pint	16 ounces or ½ quart
quart	2 pints or ¼ gallon
gallon	128 ounces; 8 pints; 4 quarts
pound	16 ounces
ton (short)	2,000 pounds
ton (long)	2,240 pounds
cup	½ pint

Proofreaders' Marks

Description	Example
Align horizontally.	align — Fisher Scientific will set you straight.
Align vertically.	align — Fisher Scientific Fisher Scientific Fisher Scientific
Begin new paragraph.	¶ — equipment. Fisher Scientific
Break line here.	Fisher Scientific offers a wide selection...
Center.	center — Fisher Scientific
Check leading.	check leading — F i s h e r S c i e n t i f i c
Close up space.	Fisher Scien tific
Delete.	Fisher Scientific ~~Company~~
Delete and close up.	Fis-her Scientific
Equalize space.	eq. # — Fisher Scientific Company
Fix broken type.	X — Fisher Scientific
Flush left.	fl. L. — Fisher Scientific
Flush right.	fl. R. — Fisher Scientific
Insert apostrophe.	ʼ/ — Fisher Scientifics selection is...
Insert brackets.	[ ]/ — Fisher Scientific
Insert colon.	:/ — Fisher Scientific Selection, Quality, Value
Insert comma.	,/ — Fisher Scientific: Selection Quality Value
Insert exclamation mark.	!/ — It's Fisher Time
Insert hyphen.	=/ — Real time availability
Insert m-dash.	1/m — Virtual Order Real Delivery

Insert n-dash.	n	10 13mm
Insert parentheses.	( ) /	Fisher Scientific US
Insert parenthesis.	) /	Fisher Scientific (US
Insert period.	⊙ /	Choose Fisher Scientific
Insert question mark.	? /	Want the best Fisher.
Insert quotation marks.	“ / ”	Fisher says, We can help!
Insert semicolon.	; /	Fisher Scientific
Insert space.	#	FisherScientific
Insert subscript.	2	H2O
Insert superscript.	24	X24
Left out; insert.	h/	Fiser Scientific
Make initial cap.	init cap	fisher scientific
Make lowercase.	lc	Fisher ScientiFIC
Make uppercase (caps).	cap	fortran
Move down.		Fisher Scientific
Move left.		Fisher Scientific
Move right.		Fisher Scientific
Move up.		Fisher Scientific
Run-in; keep on same line.		Fisher Scientific offers a wide selection of laboratory supplies.
See layout.	see l/o	Fisher Scientific
Set in boldface.	bf	Fisher Scientific: Bold Performance.
Set in italic.	ital	Fisher Scientific
Set in lightface.	lf	Fisher **Scientific**

Set in lightface italic.	lf ital	**Fisher** Scientific
Set in boldface italic.	bf ital	Fisher Scientific
Set in roman.	rom	Fisher *Scientific*
Spell out.	sp	Fisher Sci.
Stet. (Ignore correction.)	stet	Fisher ~~Scientific~~ stet
Transpose.	Tr	Scientific Fisher
Transpose. (Items separated by text.)	Tr	15 gal. (4L)
Wrong font. (Set in same font as surrounding copy.)	wf	Fisher Scientific

Word List

A

aberrant
absorption
acceleration
accessibility
accessory
accommodate
acetaminophen
acetic
acid-soluble (adj.)
acoustic
acuity
adapter (general usage)
adaptor (for Biotech)
adhesion
adjacent
adjusters
adsorption
aerophilic
aerosoling
agglutination
airborne
airflow
air purifying
airspace
airtight
airway
albumen (egg white)
albumin (class of protein)
alchemy
algae
algorithm
alkali
alkalis
Allen wrench
alleviate
Allihn (condenser)
allotted
alphanumeric
amalgamate(d)
ambidextrous
ambient
ammeter
amplitude
ampule
anaerobe
anaerobic
analyses (plural)
analysis (singular)
analyze
anemometer
annealing
annulus
antigen
anti-suckback valve
antisense (RNA)
apparatus
apparel
aqueous
armrest
asbestos
asphalt
aspirate
assemblage
assimilate
At-Speed timer
attenuation
autoclave
autoclavable
autogenous
autoinjector
autoradiograph
autosampler
autozero
auxiliary
avoirdupois
axes (plur.)
axis (sing.)

B

bacillus
back draft
backflash
backflow
backplate
back up (verb)
backup (noun, adj.)
bacteria (plural)
bacterium (sing.)
bail

ball-and-socket joint
ball bearing (noun)
ballpoint pen
bandtop
bar code
barrelhead (adj.)
baseline
batts
baud
Beckmann (thermometer)
bench space
benchtop
Berzelius
Beta-emitting
Beta radiation
Beta shield
bibulous
bidirectional
bi-fold
bifurcated
bilevel
bilirubin
biodegradable
biogenic
biosafe
biotinylate(d)
bipolar
biquanide
block-tin
bloodborne
bloodflow
blow out (pipets)
blowpipe
blowtorch
boil off
boil over
bolus
bottle top
breakaway
breakthrough
brightfield
browguard
brownout
browpad
build up (verb)
buildup (noun)
built-in (adj.)
built-up (adj.)
bung
Bunsen
buttplate
butyl
bypass (adj.)
byproducts
buret

C

camber
candela
candle-hour
canister
cantilever
capacitance
capillarity
capillary
carat(s)
cardboard
carbonaceous
carryover
casein
cast iron (noun)
cast-iron (adj.)
catalog
catalysis
catalyst
catalyze
cavitation
cello
cellulose
cellulosic
Celsius
centistoke
centrifugal
centrifuge
chamois
changeover
channelling
chanticleer
chassis
checklist
check weighing
chimeric (antibodies)
chipboard
chiral
chlorinated
chlorophyll
chromatography
cinch
circumference
clamp down (verb)
clampdown (noun, adj.)
cleanroom
clean up (verb)

cleanup (noun, adj.)
coaxial
coldplate
coldroom
Coliwasa
collagen
collimated
color coded (verb)
color-coded (adj.)
colored
colorimeter
colorimetric
colorimetry
combustible
commensal
complement
compliment
concentrator
condenser
congener
consistent
constituents
contagious
contaminant
contaminate
contour
cool-down
coproporphyrin
corrosion-proof
coulometer
coulometric
countdown
countertop
countup
cover glass
cover slip
creatine
creatinine
criteria (plur.)
criterion (sing.)
crossbar
cross-contamination
cross hair
cross-link
cross-linking
cross roller
crossmatch
crossover
cross-reference
cross section
crosstalk
crucible
cryogenic
cryometer
crystallization
cupboard
cupsink
cutback
cut off (verb)
cutoff (noun or adj.)
cuvet

D

Dalton
darkfield
database
datalog
datalogger
datalogging
debris
decrement
defat
degas, -ssed, -ssing
deionized
deluxe
denaturing
de novo
densitometer
deodorant
deoxyribonucleic
dependent
deprotection
descend
desiccant
desiccator
desktop
desorption
Dewar
dew point
dialysate
dialysis
diaphragm
die cast (verb)
diecast (adj.)
die cut
diffraction
diffusion
digester
diluent
dioptric
dipstick
disaccharide
disc

disk
dissect
diurnal
DNase
dot-matrix (adj.)
doubly
downsized
downtime
draw off (verb)
drawoff (noun, adj.)
drier (adj.)
D-ring
drip-proof
dryable
dryer
dry clean (verb)
dry wall (noun)
dry-wall (adj.)
duplicable
dust cover
dyne

E

ear muffs
e-commerce
eductor
elasticity
electrolyte
electrophoresis
electropolished
electroporation
eluent
e-mail
embed
endcapped
endotoxin
endplate
endpoint
enumeration
environment-friendly
equilibrium
equitransferant
ergonomic
Erlenmeyer
Escherichia coli (E. coli)
EtO-sterilized
eukaryosis
eutectic
excitable
exotoxin
explosion-proof
extracellular
extractor
eyebath
eyepoint
eyeshield
eyetube
eyewash
eyewear

F

facebath
faceguard
facemask
facepiece
faceshield
facewash
facultative
fadeproof
Fahrenheit
fail-safe
fast-flow (filt. membranes)
fax
featherweight
feedback
feedthrough
feedwater
ferrule
fiberboard
fiberfill
Fiberglas (trademark)
fiberglass (generic use)
filament
filiform
filter wheel
finger grip
fingerprinting
firebrick
firefighter
firefighting
first aid
Fischer (KF Titration Apparatus)
Fisher Web Site
fishersci.com
flakeboard
flash point
flash rate
flatbed
flat-bottom (adj.)
flatfield
flip-top (adj.)
flocculation

flotation
flow cell
flowmeter
flow monitor
flow path
flowrate
flow-through (adj.)
fluid repellent
fluidized bed
fluorescence (noun)
fluorescent (adj.)
flush-out
foam-core
fold-over
foodborne
footborne
foot-candle
foot cover(s)
foot switch
footwear
forearm
forehead
formfitting (adj.)
formula (sing.)
formulae (plural)
free flow
freestanding
freeze-down
freeze-dry (verb)
freeze-dried (adj.)
freeze dryer
Friedrichs (condenser)
full-facepiece
full-piece
fume hoods
fungi (plural)
fungus (sing.)
fusible

G

galvanism
galvanometer
gamma radiation
gaseous
gases
gastight
gauge
gauntlet
gel
gelatinous
genome
genotype
genus
gimbal
glove boxes
glutamine
glycerine
glycerol
glycine
glyph
gradient
gram-negative (adj.)
gram-positive (adj.)
gram-variable (adj.)
Gram stain
gray
grille
groundwater
guidelines

H

half-cell (adj., noun)
half-facepiece
half-life
half-mask
halogenate(d)
handgrip
handheld
handhold
handset
hand-specific (adj.)
hand switch
hand tool(ed)
hand wipe
hang-up (noun)
hardcoat
hardhat
hardwired (verb)
hard-wired (adj.)
Haz Mat
headgear
head strap
healthcare
heat-seal (verb)
heatup (noun)
heat-up (adj.)
heavy-duty
heavyweight
hemicellulose
hemin
hemoglobin
heparin

high-throughput (adj.)
hightop
Histological Grade
hold up (verb)
holdup (noun)
hold-up (adj.)
homogenous
homologous
hook up (verb)
hookup (noun)
horsepower
hotplate
hybridization
hydraulic
hydrolysis
hyperlink
hypertonic
hypotonic
hysteresis

I

icon
illuminator
immiscible
immunoassay
immunology
impedance
impede
impermeability
incandescent
incinerable
incoming
inflammable
in-house
inkjet
inline
inoculate
inoculum
input
in-range
inseam
in situ
integral
interchangeable
inter-element
Internet
intracellular
intravenous
in-use (adj.)
in vitro
in vivo
irradiation
isomerase

J

jam-ups (noun)
jerrican(s)
Jacob chuck
joule

K

Kelvin
kerosene
keypad
keystrokes
kilohm(s)
kinetic
knee length
kneespace
knee well
knitwrist
Knorr-Type
Koehler
krypton

L

lab coat
labeled
labeling
labile
labware
lamp-blown
launderable
laundry-proof
leakproof
leak-tight
left-hand(ed)
leukocyte
leveling
lifetime
ligase
ligation
light bulb
lightpath
light switch
lightweight
light-year
lignin

linearization
liposome
liquefied
liquefy (or liquify)
lisle
liter
lockout (noun)
locus
long-lasting
long life
longpath
long-side
long-term
longwave
loose-leaf
louvered
lozenge
Luer
Luer-lock (adj.)
Luer-Lok (trademark)
Luer-tip (adj.)
luminescence
luminescent
lutein
lux
lyophilization
lyse
lysine
lysis

M

macroporous
manometer
matte
megohm(s)
meiosis
meliorate
meltblown
meltdown
membranous
meniscus
metallurgy
metalworking
microbar
microcentrifuge
microcuvet
microhematocrit
micron (use µm)
microorganism
micropipet
microsize
microslide
microtome
mid-arm
midrange
midsize
midsoles
midpolarity
millennium
Milliamp Hour(s)
minim
minicomputer
mini-DIN
minipillows
Moh scale
moisture-proof
molybdenum
monochronometer
monoclonal antibody
monomeric
monosaccharide
morphology
motor-blower
movable
multiagent
multiapplication
multichannel
multidrive
multielement
multi-outlet
multipacked
multisamplers
mutagen
myelography

N

N-acetyl
naphtha
naphthalene
nascent
needlestick
neoprene
Neubauer
NiCd (not NiCad)
nonaerosol
noncorrosive
nonflammable
non–heat-conductive
(Use en-dash; see Hyphens, p. 00.)
nonindigenous
non-numerical

non-oily
nonporous
nontoxic
Northern blotting
noseband
nose bridge
nose clip
nosepiece
noticeable
nuclease
nuclei (plural)
nucleic
nucleus (singular)

O

occlusion
occur
occurred
occurrence
ocular
off-column
offline
offsite
ohm(s)
oligonucleotide
oligosaccharide
omnidirectional
on-column
online
onsite
oscillate
osmosis
overaspiration
overchilling
overconcentrated
overcurrent
overdips
overflex
overheat
overlay
overlip
overpipetting
overpressure
overprotection
overrange
overscrubbed
overshoot
overspray
overtemperature
overvoltage
oxidase
oxidize
oxidization
oxygenase
oxyreductase

P

Papanicolaou
paraffin
particleboard
pascal
passivation
Pasteur
pathlength
pennyhead
pennyweights
Pensky-Martens
perfusion
peripheral
peristaltic
permanganate
permeability
permeable
peroxidase
Petri dish
phage
pharmaceutical
Pharmacopeia
phosgene
phosphatase
phosphor bronze
phosphorous (adj.)
phosphorus (noun)
photodocumentation
photoresist
photo sensor
phototube
pipet
pipetted
pipetter
pipetting
pipet tips
pitot tube
plasmid
plasmagene
plastisol
plenum
polar
polonium
polybag
polyethylene
polyfiltration

polynumeric
polypropylene
polystyrene
polytetrafluoroethylene
poppet valve
pop-off (adj.)
post-electrophoresis
power-out
powerup
preassemble
pre-attached
precalibrated
precast (adj.)
precured
precurved
prefilter
pre-position
pressure demand
presterilized
prevalence
primase
printout (noun)
proline
proprionate
protease
proteolytic
pteroic acid
pull-down menu
pull rod
pulsar
pumphead
puncture-proof
push-button (adj.)
pushbutton (noun)
pyrogen
pyruvic acid

Q

qualitative
quantitative
quelled
queue
quicklime
QuickShip program

R

rainwater
raglan
reactant
readjustment
read out (verb)
readout (noun, adj.)
reagent
real time (noun)
real-time (adj.)
receptacle
recessive
reciprocal
recombinant
recommend
redox
redundancy
Refractive Index
Relative Humidity
repellent
reproducibility
resistance
restrictor
reusable
reuse
rezero
rheostat
riboflavin
ribonuclease
ribonucleic acid
RNase
roentgenography
rolldown
runoff (noun)
run time
rustproof

S

Sabouraud's agar
saccharide(s)
"Safety Green"
saffron (stain)
scintillation
screw cap
semidry
semimicro
semivolatiles
septa (plural)
septum (sing.)
setpoint (noun)
setscrew
settlometer
set up (verb)
setup (noun)
set-up (adj.)

shatterproof
sheave
shirred
shockproof
shortwave
shrink-wrap (noun, verb)
shut off (verb)
shutoff (noun)
shut-off (adj.)
side arm
sideshield
sideshielded
sideshielding
sieve
silica gel
silicon
silicone
SmartSeries
smudge-proof
snap cap
soda lime
solder
solenoid
solubilization
sonication
sorbent
Southern blotting
sparge
sparkproof
spectrophotometer
spectroscopy
specular
spherical
splashout
splashproof
spunbond(ed)
spunbound
spunlace
squeegee
stand-alone (adj.)
Staphylococcus aureus
start up (verb)
start-up (noun, adj.)
stationary (not moving)
stationery (paper)
stator
steric
stoichiometry
stria (sing.)
striae (plur.)
stylus
steelmaking
steelwork
storeroom
strikethrough
subcutaneous
sub-sieve
substituent
succession
sulfur
Supersite
surfactant
susceptibility
symmetry
synchronous

T

tabletop
tactility
tael
tailgate
take-up (noun)
tap water
tare
taring
tamperproof
terephthalate
Thoma
theophylline
throughput
thymidine
tier
time base
time-in
time-out
titrator
"To Contain"
"To Deliver"
"To Deliver/Blow Out"
toespace
toll-free
toluene
toploader
toploading
top plate
torque
torr
touchpad
touchscreen
traceable
tracheal
transgenic
translucent

triac
tricolor
tricornered
trilevel
trinocular
Tris
trisaccharide
trisomy
trypsin
tryptophan

U

ultra-low frequency (ULF)
ultrahigh
ultralow
ultramicro pipetters
ultrapure
undercounter
underrange
undertemperature
underwater
up-front
upstopper
uracil
urease
uremic
uridine
urinalysis
urobilinogen
usable

V

vacuum
valence
vaporous
vaporproof
vernier
vinyl
virion
viscoelastic
viscous
volatile
Volt Hour(s)

W

warmup (noun)
warm-up (adj.)
warm up (verb)
wastewater
water bath
water flow
waterproof
watertight
Watt Hour(s)
weatherproof
Web site (or Fisher Web Site)
weigh-below (adj.)
Westergren
Western blotting
wettability
wide-field (microscopes)
wing nut
Wintrobe (tubes)
work-around
workbench
work boots
work chamber
work clothes
workload
work mat
workplace
worksheet
work shift
work shoes
workstation
work surface
worktop
worn-out
wraparound
write-up (noun)

X

xenon
x-ray

Y

ytterbium

Z

ZIP Code

Symbols and Signs

With shortcuts for QuarkXPress

Symbol	Description	Shortcut	Font
Ā	A with macron	1	FisherSciSerif
ä	a with umlaut	7	FisherSciSans
•**pH**	Accu•**pH**ast logo	|	FisherSciSerif
&	ampersand	*Keyboard*	----
Å	angstrom	/	FisherSciSans
’	apostrophe	*Keyboard*	----
~	approximate	*Keyboard*	----
≈	approximately equal to	5	FisherSciSerif
↓	arrow, down	?	FisherSciSerif
→	arrow, right	d	FisherSciSerif
↑	arrow, up	r	FisherSciSerif
*	asterisk	*Keyboard*	----
@	at	*Keyboard*	----
{ }	braces	*Keyboard*	----
[ ]	brackets	*Keyboard*	----
•	bullet	Alt + 0149	Helvetica
·	bullet, small	9	FisherSciSerif
▪	bullet, small square	^	FisherSciSerif
■	bullet, square	k	FisherSciSerif
^	caret	*Keyboard*	----
:	colon	*Keyboard*	----
≅	congruent to	6	FisherSciSerif
©	copyright	=	FisherSciSerif
†	dagger	Alt + 0134	Helvetica
†	dagger (for direct mail)	Alt + 0134	Times
‡	dagger, double bar	Alt + 0135	Helvetica
‡	dagger, double bar (for direct mail)	Alt + 0135	Times
°	degree	%	FisherSciSerif
÷	divided by	B	FisherSciSerif
$	dollar	*Keyboard*	----
•	dot (mid-dot)	Alt + 0149	Helvetica
“	double quote, left angled	*Keyboard*	----
”	double quote, right angled	*Keyboard*	----
é	e with acute accent	C	FisherSciSans
…	ellipses	Alt + 0133	Helvetica
—	em-dash	Alt + 0151	Helvetica
–	en-dash	Alt + 0150	Helvetica
=	equals	*Keyboard*	----
≈	equals-approximate	5	FisherSciSerif
!	exclamation point	*Keyboard*	----
***Fisher**brand*	Fisherbrand logo	*	FisherSciSerif
***Fisher**finest*	Fisherfinest logo	+	FisherSciSerif
'	foot (prime)	*Keyboard*	----
f	function of	*Copy from Word*	Symbol
>	greater than	)	FisherSciSerif
≥	greater than or equal to	(	FisherSciSerif
α	Greek alpha	!	FisherSciSans
β	Greek beta	8	FisherSciSans

ι	Greek iota	L	FisherSciSans
κ	Greek kappa	M	FisherSciSans
Λ	Greek Lambda	N	FisherSciSans
λ	Greek lambda	O	FisherSciSans
μ	Greek mu	R	FisherSciSans
ν	Greek nu	U	FisherSciSans
Ω	Greek Omega	3	FisherSciSans
ω	Greek omega	X	FisherSciSans
ο	Greek omnicron	W	FisherSciSans
Φ	Greek Phi	Z	FisherSciSans
φ	Greek phi	[	FisherSciSans
Π	Greek Pi	\	FisherSciSans
π	Greek pi	]	FisherSciSans
Ψ	Greek Psi	b	FisherSciSans
ψ	Greek psi	c	FisherSciSans
ρ	Greek rho	f	FisherSciSans
Σ	Greek Sigma	i	FisherSciSans
σ	Greek sigma	j	FisherSciSans
τ	Greek tau	l	FisherSciSans
Θ	Greek Theta	n	FisherSciSans
θ	Greek theta	o	FisherSciSans
Υ	Greek Upsilon	t	FisherSciSans
υ	Greek upsilon	u	FisherSciSans
Ξ	Greek Xi	y	FisherSciSans
ξ	Greek xi	z	FisherSciSans
ζ	Greek zeta	{	FisherSciSans
≡	identical with	F	FisherSciSerif
"	inch	*Keyboard*	----
∞	infinity	K	FisherSciSerif
<	less than	P	FisherSciSerif
≤	less than or equal to	Alt + 0163	Symbol
μ	micro (Greek mu)	R	FisherSciSans
μA	microampere	*(see micro)*	----
μg	microgram	*(see micro)*	----
μL	microliter	*(see micro)*	----
μm	micrometer	*(see micro)*	----
μM	micromolar concentration	*(see micro)*	----
μV	microvolt	*(see micro)*	----
μS	microsiemens	*(see micro)*	----
–	minus	Alt + 0150	Helvetica
·	multiply (small bullet)	9	FisherSciSerif
×	multiply (times symbol)	p	FisherSciSerif
≠	not equal to	T	FisherSciSerif
#	number	V	FisherSciSerif
Ω	ohm	3	FisherSciSans
ö	o with umlaut	Y	FisherSciSans
( )	parentheses	*Keyboard*	----
%	percent	*Keyboard*	----
+	plus	*Keyboard*	----
±	plus or minus	_ *(underline)*	FisherSciSerif
∏	product standard	. *(period)*	FisherSciSerif
∝	proportional to	*Copy from Word*	Symbol
?	question mark	*Keyboard*	----
§	section	g	FisherSciSerif
;	semicolon	*Keyboard*	----
SM	service mark	h	FisherSciSerif

’	single quote, right angled	*Keyboard*	----
/	slash	*Keyboard*	----
$[\alpha]_D^{20}$	specific rotation 20	- *(hyphen)*	FisherSciSerif
$[\alpha]_D^{22}$	specific rotation 22	$	FisherSciSerif
$[\alpha]_D^{25}$	specific rotation 25	#	FisherSciSerif
$\mathcal{S}$	spherical joint	}	FisherSciSerif
√	square root	:	FisherSciSerif
$\overline{\$}$	standard taper	Cntrl + '	FisherSciSerif
∴	therefore	m	FisherSciSerif
~	tilde	*Keyboard*	----
×	times (or by)	p	FisherSciSerif
™	trademark, recognized	q	FisherSciSerif
®	trademark, registered	e	FisherSciSans
▽	triangle, pointing down	0 *(zero)*	FisherSciSerif
▼	triangle, pointing down (filled)	&	FisherSciSerif
△	triangle, pointing up	v	FisherSciSerif
▲	triangle, pointing up (filled)	w	FisherSciSerif
ü	u with umlaut	x	FisherSciSans
¨	umlaut	s	FisherSciSerif

Usage

a, an

When deciding whether to use "a" or "an" before an abbreviation, use the option that sounds better when the sentence is read aloud.

Incorrect: *Ear plugs have a NRR of 30dB.*
Includes a HDPE funnel.
Contains an HEPA filter.

Correct: *Ear plugs have an NRR of 30dB.*
Includes an HDPE funnel.
Contains a HEPA filter.

absorption, adsorption

absorption: The ability to soak up through pores.
Gauze sponges provide bulk, loft, and high absorption.

adsorption: Assimilation of gas or vapor by a solid surface.
Chemical (gas) cartridges are elements filled with a specially treated carbon with a very high adsorption capacity. Gases and vapors passing through chemical cartridges are attracted and held to the surface of the carbon. In the case of acid and alkaline gases, adsorption occurs.

affect, effect

affect: (verb) To influence, to cause a change.
Smoking affects our health.

effect: (as a noun) The result of an action.
The effect of the speech was phenomenal.

effect: (as a verb) To bring about.
She effected a new policy in the company.

albumen, albumin

albumen: Egg white.

albumin: A class of protein.

ammeter, anemometer

ammeter: Measures electrical current.

anemometer: Measures the force and velocity of wind.

among, between

among: Relates to more than two persons or things.
The sheets were distributed among the crowd.
You must choose from among four different heaters.
The ball landed among the weeds.

between: Applies to only two.
The sheets were divided between Jim and Sue.
You must choose between Corning and Kontes.
The ball landed between the oak tree and the pond.

Note the use of "between…and" when comparing two items. Similarly, you should use "from…to" when describing a range of several items:

From 10 to 20 slides can fit in the rack.
It has a temperature range from 20º to 50ºC.

(Do not use: *…a temperature range between 20º to 50ºC.*)

beside, besides

beside: Next to; at the side of.
I stood beside Bob during the demonstration.

besides: In addition to.
Besides Pyrex and Coors, we have no other evaporating dishes in stock.

bi-, semi-

A bimonthly meeting is held every two months.
A semimonthly meeting is held twice a month.

can, may

can: To know how to; to be able to.
These wipers can clean the toughest industrial spills.

may: To have permission to; to be in some degree likely to.
If desired, you may put this item on layaway.
Swabs may fall apart if exposed to acids.

chemical or chemically resistant

chemical resistant: resistant to chemicals.

chemically resistant: chemically treated to be resistant to something.

Note: The general population seems to use the two expressions interchangeably. Fisher style leans toward "chemical resistant" (i.e., *chemical-resistant gloves*).

complement, compliment

complement: To complete or supplement something.
Those Tyvek boot covers complement your new coveralls.*

compliment: To express praise or adoration.
She complimented me on my new neoprene apron.

compose, comprise

compose: Something is composed of (made up of) other things.
The mixture was composed of hydrogen, chloroform, and methanol.

comprise: One thing comprises (includes) other things.
Her speech comprised four major themes.

(Note: Never say "*comprised of*"; always "*composed of.*")

connote, denote

connote: To imply a meaning beyond the usual meaning.

denote: To refer to specifically.
The term "Good Samaritan" denotes a specific Bible character; but it may also be used to connote any person who unselfishly helps others.

continual, continuous

continual: Recurring regularly or frequently; repeated at intervals, or intermittent.
Your continual interruptions are annoying.
The continual banging of the open window...

continuous: Unbroken.
The continuous form fed into the computer.
The horizon is a continuous line.

disk, disc

disk: Computer.

disc: Noncomputer. (Exception: 3M Company uses disk.)

enable, permit

enable: To render able; to make possible.

permit: To allow; to give formal consent.
I was permitted to use the teacher's microscope; this enabled me to examine the cultures.

ensure, assure, insure

ensure: To make certain; to guarantee.
This calculator will ensure fast, accurate answers.
The new mat will ensure our safety.

assure: Generally followed by a pronoun such as them, him/her, you, or me. Speaks directly to a person, giving him or her confidence in a promise.

She assured them that they would be safe.

Consulting the manual will assure you that you have the correct information.

insure: To contract to pay or be paid money in the case of loss; refers only to financial transactions.

Highmark refused to insure me because of my pre-existing condition.

farther, further

farther: Refers to physical distance.
Look at the house farther down the road.
Go to the farther shore.
I'm not driving any farther than Erie.
I can run farther than you.

further:

A. (adjective) Refers to advancement along a nonphysical dimension.
He pushed it to a further degree.
Wait until we are at a further point in our research.
A further example.

B. (adverb) In addition.
She went further in her protest.
Further, I am poor and have no means of transportation.

He stated further that he was disgusted with the food.

C. (verb) To move forward.
He worked hard to further the cause of world peace.

fewer, less

fewer: Refers to number of specific units considered individually.

less: Refers to amount, degree, or value of something abstract; or collective quantity.

fewer cars	*less traffic*
fewer knives and forks	*less silverware*
fewer people	*less noise*
fewer chances	*less opportunity*

in, into

Incorrect: *Insert the key into the lock.*
Turn the assignment into the editor.

Correct: *Insert the key in the lock.*
Turn the assignment in to the editor.

its, it's

its: Possessive, no apostrophe.
Its wide stance adds stability.

it's: It is.
It's a great deal.

LCD, LED

LCD: Liquid Crystal Display.

For obvious reasons, "*LCD display*" is redundant.

LED: Light-Emitting Diode.

"*LED display*" is O.K.

off, off of

Redundant: *Take the cap off of the pen.*

Better: *Take the cap off the pen.*

principal, principle

principal: (Noun or adjective.) First in rank, authority, importance, degree; the amount of a debt; the person responsible for an obligation.

Their principal occupation is coal mining.
The principal of Kennedy High School resigned today.
The outstanding principal on my loan is $5,000.

principle: (Always a noun.) A fundamental truth; a law or rule of conduct.

It is a matter of principle.
The basic principle involved here is trust.

proved, proven

proved: Past participle.
He has proved his point.
It has proved satisfactory.

proven: Adjective used before a noun.
The candidate has a proven record of success.

(Also used in the phrase "*not proven.*")

set, sit

The verb set requires an object (i.e., bottle).
I set the bottle on the table.

Sit never takes an object.
I will sit down.

shut off

Incorrect: *Shut the oven off.*

Correct: *Shut off the oven.*

silicon, silicone

silicon: A mineral used to make silicone.

silicone: Rubber used for O-rings and gaskets.

size, sized

size: Preferred: *plate-size array; bite-size candy.*

"-sized" is technically correct, too.

stationary, stationery

stationary: Fixed; not moving.

stationery: Paper.

subject/verb agreement

all, any, most, some:
As subjects, these pronouns can take either singular or plural verbs. If the pronoun carries the meaning of "general amount or quantity," it is treated as singular:

1. *All of the contraband **was** seized at the port.*
   (Refers to a general amount of contraband, not 6 or 120.)
2. ***Has** any gas escaped from the oven?*
3. *Most of the tubing **is** noncytotoxic.*
4. *Some of the testimony **was** stricken from the record.*

If you can read "individual" or "a number" into the sentence, the plural verb should be used:

1. *All of the racks **were** autoclavable.*
   (All of the individual racks...; All of the 15 racks...)
2. ***Have** any of the disks **been** formatted?*
3. *Most of the closures **are** color coded.*
4. *Some of the pipet tips **were** graduated.*

both, few, many, several:
These always take a plural verb.
*Both of the lids **are** acceptable.*
*Several models **were** available.*

Collective nouns:
If a collective noun (i.e., family, couple, herd) is seen as singular (working together as a unit) in the context of the sentence, it is followed by a singular verb.

If it is seen as plural (split up; considered individually), it is followed by a plural verb.

Most occurrences in catalog copy (words like collection, variety, array, and assortment) will simply use a singular verb.

Seen as singular:

*The couple **is** honeymooning.* (together as one)
*The family **is** one happy unit.* (all together)
*The herd of cattle **has** returned.* (one unit)
*A collection of prints **is** available.* (one unified collection)
*An array of sizes **is** in stock.*
*A variety of cars **is** being shown.*

Seen as plural:

*The couple **are** divorcing.*
*The family **are** all going their separate ways.*
*The herd of cattle **have** scattered.*

each, either, neither:

A. As subjects, these always take singular verbs.

*Each **is** responsible for his or her own microscope.*
*Neither of the clamps **was** compatible.*

B. When used as adjectives, the nouns they modify always take a singular verb.

*Either burner **is** acceptable.*
*Neither buret **contains** a calibration certificate.*

fractions:

When the subject is a fraction, or a word such as half, part, plenty, or rest, its intended number is suggested by the object of the preposition that follows it. (In the first example that follows, the subject is “three-fourths” and the object of the preposition following it is “farmland.” Since “farmland” is singular, a singular verb is used.)

Singular:

1. *Three-fourths of Erie County farmland **is** underwater.*
2. *Half of the shipment **is** missing.*

Plural:

1. *Three-fourths of the funnels **are** made of polyethylene.*
2. *Half of the latex exam gloves **are** missing.*

none:

A. Use a singular verb when none means “no one” or “not one.”

*None of the individual carts **is** large enough.*
(“Not one” of the carts is...)

B. Use a plural verb when none means "no two, no amount, or no number."

*None of the taxes **were** paid.*
(“No amount” of the taxes...)

C. In many cases, either a singular or plural verb is acceptable.

*None of the witnesses **is** (or **are**) expected to arrive on time.*

*None of the conspirators **has** (or **have**) been brought to trial.*

tearing, taring

tearing: Ripping.

taring: Deduction of container weight from gross weight.

toward, towards

Use “toward” every time, and you will be correct!

waterproof, water resistant

Waterproof: Impervious to or unaffected by water.

Water resistant: Water repellent.

which, that, who

Use "that" if the clause is restrictive. Use "which" if the clause is nonrestrictive. Use "who" when referring to people for both restrictive and nonrestrictive clauses.

Example **A** below is restricted to dogs that have rabies. Example **B,** which is set off by commas, is nonrestrictive because it applies to *all* dogs. Example **C** is restricted to customers who ordered defective meters. Example **D,** which also is set off by commas, is nonrestrictive because it applies to *all* customers.

A. *Dogs* ***that have rabies*** *are dangerous.*

B. *Dogs,* ***which make great pets,*** *serve as wonderful companions for elderly people.*

C. *The customers* ***who ordered the defective meters*** *were notified.*

D. *The customers,* ***who are essential to our business,*** *deserve to be treated with respect.*

Section 7

Sources

- Carnegie Library of Pittsburgh
- Fisher Catalogs
- Fisher Contacts
- Fisher Publications
- Grammar Lady
- Literature, How to Order
- Microsoft Technical Support
- Network Paths
- Reference Books in the Department
- Vendor Contacts
- Web Sites

Section 7

Sources

Carnegie Library of Pittsburgh

Business Center 412-281-5945
Foundation Center 412-622-1917
Humanities 412-622-3119
Music and Art 412-622-3105
Newspapers and Periodicals 412-622-3152
Pennsylvania Department 412-622-3154
Ready Reference 412-622-3114
Science and Technology 412-622-3138
Social Sciences 412-622-3175

Fisher Catalogs

accumet Electrochemistry Handbook
Acros Organics
BioReagents
FisherChemical
Fisher General Catalog
Fisher HealthCare
Fisher Science Education
Lab Equipment
Lab Essentials
Life Science Education
Reagent Sourcebook
Safety Products Reference Manual

Fisher Contacts

See *Fisher Contacts* under Network Paths, p. 7-6.

Fisher Publications

BioTrack
Inside Scoop
LabReporter
SafetyTrack

Grammar Lady

Mary Newton Bruder
246 Washington Road
Pittsburgh, PA 15216

Phone (Mon.-Fri., 9 a.m. to 5 p.m.):
1-800-279-9708
412-344-9759

E-mail:
mary@grammarlady.com

Web site:
http://www.grammarlady.com/

Literature, How to Order

To order Fisher or vendor literature, do one of two things:

E-Mail Your Request
E-mail Mike Alexander (in Finance) at Mike.Alexander@fishersci.com.

Include the following information:

1. The name of the catalog, brochure, or data sheet
2. The BN number (see Literature Index on the Fisher Intranet):

   http://plpgh.fishersci.com/departments/Communications/index.htm)
3. The quantity
4. Your shipping address (Specify overnight delivery if applicable.)
5. The charge number: 400-5206-8537

If you don't get the literature in three to five business days, e-mail Mike again to verify your order.

Call a Fisher CSR
If you have trouble contacting Mike Alexander, or if you're ordering literature from outside of Fisher, then call a Fisher Customer Service Representative at 1-800-766-7000. Provide them with the same information as above, except for the charge number.

Microsoft Technical Support

1-425-462-9673 (See also: *Computers and Software* under Web Sites, p. 7-10.)

Network Paths

Direct Mail

BioTrack and LabReporter pickup ads
Gfps1_bdc_plpgh\Jobs\Direct Mail Text\BioTrack [or LabReporter]\20XX\[issue number]\[manufacturer's name]

BioTrack and LabReporter writing guidelines
Gfps1_bdc_plpgh\Transfer\Writers\Writing Guideline Updates\BioTrack and LabReporter

Quark Templates for BioTrack
Gfps1_bdc_plpgh\Transfer\Writers\
Writing Guideline Updates\BioTrack and LabReporter\BioTrack\Templates

Quark Templates for LabReporter
Gfps1_bdc_plpgh\Transfer\Writers\
Writing Guideline Updates\BioTrack and LabReporter\LabReporter\Templates

Tracking Ads for LabReporter

Gfps1_bdc_plpgh\Market_Proj\Lab Reporter 20XX\
LR #[issue number]\LR #[issue number] Ad Assignment Sheet.xls

Tracking Ads for BioTrack

Gfps1_bdc_plpgh\Market_Proj\BioTrack 20XX\BT #[issue number]\BT #[issue number] Ad Assignment Sheet.xls

Fisher Contacts

Communications Department Phone and Titles List
Gfps1_bdc_plpgh\Transfer\Writers\
Fisher Contacts\Comm. Dept. Phone List\CommPhoneList.doc

Fisher Scientific Park Lane/CRBC Phone List
An up-to-date phone list can be found on the Fisher Intranet at http://plpgh.fishersci.com/index.htm.

Marketing Contacts
Gfps1_bdc_plpgh\Transfer\Writers\Fisher Contacts\Marketing Contacts\Marketing Contacts.doc

SmartSeries

Draft-Copy Boxes
Gfps1_bdc_plpgh\Transfer\Writers\SmartSeries\Procedures\Boxes.doc

Draft-Copy Types
Gfps1_bdc_plpgh\Transfer\Writers\SmartSeries\Procedures\DraftCopy.doc

Instructions for Flowing Galley and Group Styles
Gfps1_bdc_plpgh\Transfer\Writers\SmartSeries\Procedures\FlowGal.doc

Quark Galley Template Updates
Gfps1_bdc_plpgh\Jobs\John M\Galley.qxt

Reporting SmartSeries Problems
Gfps1_bdc_plpgh\Transfer\Writers\SmartSeries\Problems\Problems.doc

Suggestions for Improving SmartSeries
Gfps1_bdc_plpgh\Transfer\Writers\SmartSeries\Ideas for Improving SS\Ideas.doc

Tips and Tricks for SmartSeries
Gfps1_bdc_plpgh\Transfer\Writers\SmartSeries\SS Tips and Tricks\Tips.doc

Trademarks

Trademark Database
Gfps1_bdc_plpgh\Database\Trademrk\Trademark.mdb

See also: *U.S. Patent and Trademark Office* under Web Sites, p. 7-11.

Vendor

Major Suppliers
Gfps1_bdc_plpgh\Transfer\Writers\Vendor\Major Suppliers\Major Suppliers.xls

Vendor Number (VN) and Phone List
Gfps1_bdc_plpgh\Transfer\Writers\Vendor\
VendorNumberandPhoneList\
VendorNumberandPhoneList.xls

Vendor Priority Codes for SmartSeries
Gfps1_bdc_plpgh\Transfer\Writers\Vendor\Vendor Priority Codes\VendCode.mdb\tbl_VND_NAME_ECC_NO_ECC_CODE

Writing

Fisher Logos
Gfps1_bdc_plpgh\Transfer\Writers\Design Elements\Fisher Scientific

Image-Order Instructions
Gfps1_bdc_plpgh\Transfer\Writers\SmartSeries\
Procedures\Using Image Order _rev.pdf

Line-Item Additions Instructions
Gfps1_bdc_plpgh\Transfer\Writers\Writing Guideline Updates\Catalog\LineItem.doc

Location for Completed What's New Copy
Gfps1_bdc_plpgh\Transfer\Catalog Database\Copy for What's New\Products (regular What's New) after 10.18.99\[name of marketer]

New Content Development Workflow
Gfps1_bdc_plpgh\Transfer\SmartSeries Training Manual Updates\Procedures\New Content Development through Writing.doc

Page Header
Gfps1_bdc_plpgh\Transfer\Writers\Forms\
PageHeaders.qxd

Photo F-Numbers and Corresponding Fisher Cat. Nos.
Gfps1_bdc_plpgh\Database\Fotofile\foto97.mdb\foto

Procedure and Guidelines for Editing Product Names
Gfps1_bdc_plpgh\Transfer\SmartSeries Training Manual Updates\Procedures\Product Name Value Procedure.doc

Reference Books in the Department

Primary

American Heritage Dictionary of the English Language, The
Directory of U.S. Trademarks (several volumes)
Fisher Style Manual
Larousse Dictionary of Science and Technology
Pocket Pal: A Graphic Arts Production Handbook
Quark Training Manuals, beginning to advanced
SmartSeries Technical Reference Guide

Secondary

Abbreviations Dictionary
Acronyms, Initialisms, and Abbreviations Dictionary
American Heritage Book of English Usage, The
Biotechnology from A to Z (see Edie Swihart)
Chicago Manual of Style, The (see Merry Morris)
Dictionary of English Usage (see Tom Interval)
Elements of Style (see John Morley)
Grammatically Correct (see Merry Morris)
Hacker's Dictionary, The
McGraw-Hill Dictionary of Bioscience (see Edie Swihart)
Measure For Measure
Manual for Writers and Editors (see Merry Morris)
Oxford Dictionary for Scientific Writers and Editors, The
Roget's Thesaurus
Standard Methods for the Analysis of Water and Wastewater (see Merry Morris)
Technical Editing (see Merry Morris)
Van Nostrand's Scientific Encyclopedia

Vendor Contacts

See *Vendor* under Network Paths, starting on p. 7-7.

Web Sites

Chemicals

ChemFinder
http://www.chemfinder.com

Computers and Software

QuarkXPress On-line Help
http://www.quark.com/products/quarked/

Microsoft Product Support Services
http://support.microsoft.com

Conversions

Associate!
http://associate.com/conversion

Centre for Innovation in Mathematics Teaching
http://www.ex.ac.uk/cimt/dictunit/dictunit.htm

The FootRule
http://www.omnis.demon.co.uk/indexfrm.htm

Fisher Sites

Alchematrix . . . . . .http://www.alchematrix.com
Einstein's Garage . . . . . .http://www.einsteinsgarage.com
Fisher Intranet . . . . . .http://plpgh.fishersci.com/index.htm
Fisher Preview Site http://commwebsrv:8090
Fisher Science Education .http://www.fisheredu.com/
Fisher Scientific . . . . . .http://www.fishersci.com

Search Engines

AltaVista . . . . . .http://www.altavista.com/
Ask Jeeves . . . . . .http://askjeeves.com/
Dogpile . . . . . .http://www.dogpile.com/index.gsp
Excite . . . . . .http://www.excite.com/
Galaxy http://www3.galaxy.com/galaxy.html

Go . . . . . .http://www.go.com/
Google . . . . . .http://www.google.com/
HotBot . . . . . .http://hotbot.lycos.com/
InfoSeek . . . . . .http://www.infoseek.com/
Intelliseek . . . . . .http://www.profusion.com/
LookSmart . . . . . .http://www.looksmart.com/
Lycos . . . . . .http://www.lycos.com/
MSN . . . . . .http://www.msn.com
My Starting Point . . . . . .http://www.stpt.com/
National Directory . . . . . .http://nationaldirectory.com/
NBCi . . . . . .http://home.nbci.com/
WebCrawler . . . . . .http://www.webcrawler.com/
Worldlinker . . . . . .http://worldguide.bizland.com/
Yahoo.com . . . . . .http://www.yahoo.com/

Technical Sites

International Voltages
http://www.embassyworld.com/directories/International_Voltages.html

Proceedings of the National Academy of Sciences
http://www.pnas.org/

Universal Standard Products and Services Classification (UNSPSC)
http://www.eccma-unspsc.org/

Trademarks

US Patent and Trademark Office
http://www.uspto.gov/

Writing, Editing, and Grammar

Dictionaries and Language Resources
http://www.refdesk.com/factdict.html

Dictionary of Units
http://www.ex.ac.uk/cimt/dictunit/dictunit.htm

Dictionary, thesaurus, encyclopedia, English usage, quotes, and more
http://www.bartleby.com/reference/

Guide to Grammar and Writing
http://ccc.commnet.edu/grammar/

Merriam-Webster OnLine
http://www.m-w.com/

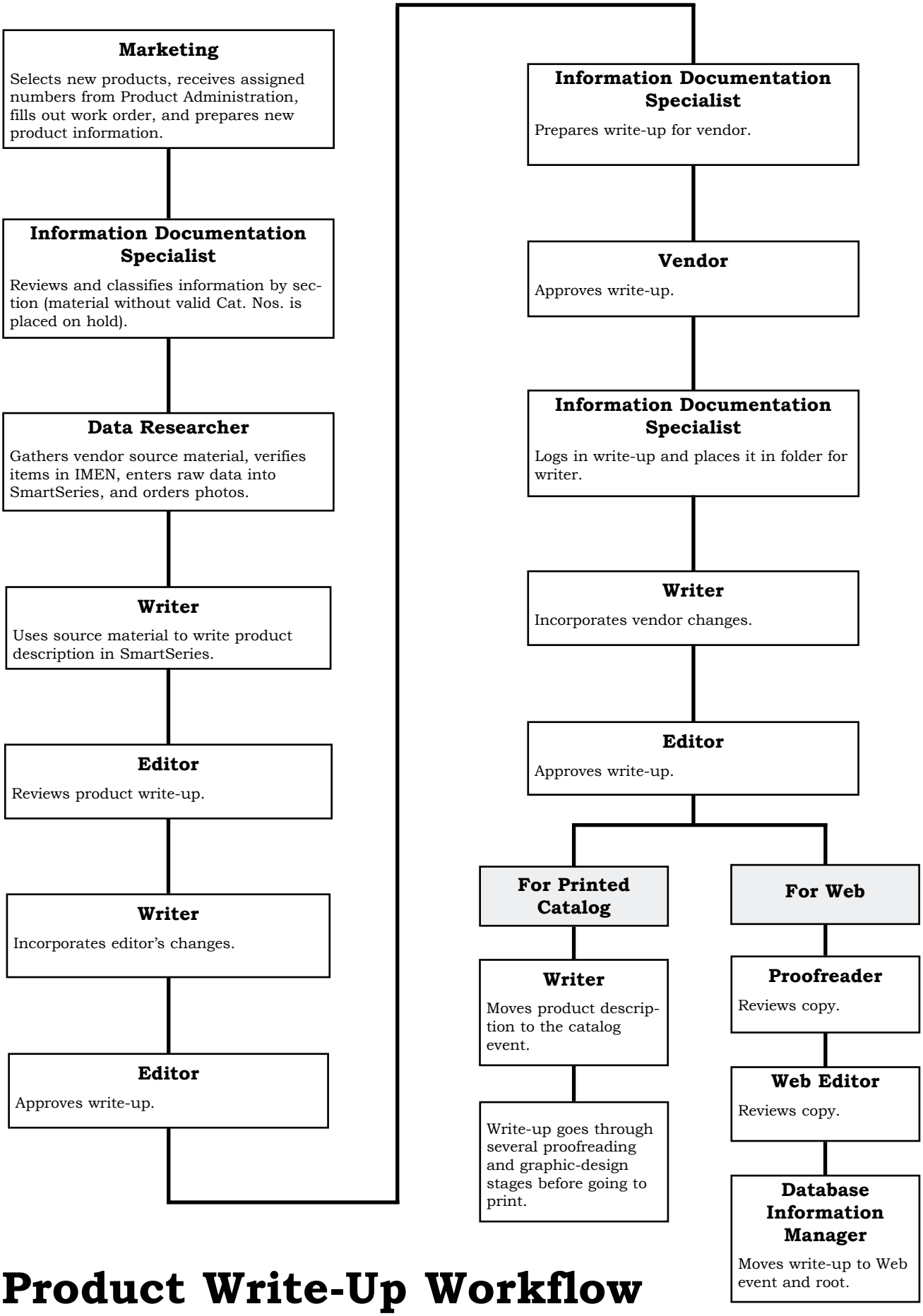
Ramey Technical Writing Service, Words...from Janis Ramey (newsletter)
http://www.technical-writing.net

The New York Times
http://www.nytimes.com/library/tech/reference/cynavi/html

The Nuts and Bolts of College Writing
http://www.nutsandboltsguide.com/

The Slot: A Spot for Copy Editors
http://www.theslot.com/

Writing Lab
http://owl.english.purdue.edu/



Product Write-Up Workflow

Fisher Style Manual

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