



## NEWS RELEASE PRODUCT LAUNCH

### Malvern Kinexus 'redefines the rheometer'

#### *Radical new platform designed from the ground up delivers intelligent rheology solutions*

**3 September 2008: Malvern, UK:** Malvern Instruments has today launched Kinexus, the radical new rotational rheometer platform whose development has been shaped by extensive market research and a fresh approach to addressing the real needs of users.

Designed entirely from the ground up, Kinexus redefines the rheometer. It enables users to spend less time learning how to interact with their system and more time investigating ways to characterize and enhance a material's performance.

Kinexus incorporates technological innovations in the most critical areas of rheometer design, from sample preparation and loading, through measurement set-up and operation, to data analysis and reporting. Adaptive intelligence allows Kinexus to actively guide users at every stage.

Fully integrated into Malvern's materials characterization range, Kinexus delivers high performance measurement supported worldwide by experts in rheology applications, and informed by the company's expertise in complex materials, including particulate, macromolecular and multiphase systems.

Two systems will be available at launch – **Kinexus pro**, a high end rheometer suitable for a wide variety of routine and research applications, and **Kinexus ultra**, for even the most demanding low torque applications, such as weakly-structured and small volume sample measurements.

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### **Applications-led interface**

Kinexus is highly flexible and easy to expand, ready for further evolution as new applications emerge. A true applications-led interface revolutionises and eases user interaction, bringing 'expert system' guidance and Standard Operating Procedure-driven processes to rheological measurement. At the same time a unique and intelligent sample loading system takes all the guesswork and error out of this fundamental and critically important process, for accurate results every time.

### **rSpace**

Central to Kinexus is rSpace, an intelligent software system that invites users to work at the level most appropriate to them. This might be to **solve** a material or process problem with an application-led approach, **experiment** using a library of established rheological methodologies, or **design** tests from scratch for the ultimate flexibility in rheological measurement and analysis.

### **rMotion**

Pivotal to the new technology integrated throughout the Kinexus rheometer is the rMotion drive. This dynamically optimised motor has a unique adaptive air bearing that automatically configures its operation according to test conditions. Across all material types, from solids to weakly-structured low viscosity samples to systems with critical time-dependent behaviour, rMotion allows Kinexus to capture the true material properties.

### **Plug and play**

Newly-designed environmental controllers and geometries for Kinexus are truly 'plug and play', so setting up the rheometer to meet test requirements has never been easier. Results and analysis can be tailored specifically to a particular measurement, material type or application.

For details of how to redefine your rheology measurements visit

[www.malvern.com/kinexus](http://www.malvern.com/kinexus)

***Malvern – a driving force for rheology***

**Ends**

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**Image, notes and contact details to follow...**

High resolution image attached or available from Trish Appleton,  
Kapler Communications [trish@kapleronline.com](mailto:trish@kapleronline.com) Ref: MAL/JOB/1513

**CAPTION:** Kinexus from Malvern Instruments – the radical new rheometer platform



#### **About Malvern Instruments**

Malvern Instruments provides a range of complementary materials characterization tools that deliver inter-related measurements reflecting the complexities of particulates and disperse systems, nanomaterials and macromolecules. Analytical instruments from Malvern are used in the characterization of a wide variety of materials, from industrial bulk powders to the latest nanomaterials and delicate macromolecules. A broad portfolio of innovative technologies is combined with intelligent, user-friendly software. These systems deliver industrially relevant data enabling our customers to make the connection between micro (such as particle size) and macro (bulk) material properties (rheology) and chemical composition (chemical imaging).

Particle size distribution, particle shape information, zeta potential, molecular weight, chemical composition, and bulk materials properties can all be determined with instruments from the Malvern range. The company's laboratory, at-line, on-line and in-line solutions are proven in sectors as diverse as cement production and pharmaceutical drug discovery.

Headquartered in Malvern, UK, Malvern Instruments has subsidiary organizations in all major European markets, North America, China, Korea and Japan, a joint venture in India, a global distributor network and applications laboratories around the world. [www.malvern.com](http://www.malvern.com)

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