

# MARKETING COMMUNICATIONS

WHAT'S NEW?

# OUR TEAM



**HILDA  
OVANDER**

Chief Marketing  
Communication  
Officer



**JOHAN  
WAHLIN**

Scientific Marketing  
& Web Development  
Manager



**REBECA  
CARDOSO**

Scientific Content  
Manager



**FILIPPO  
GUIZZETTI**

Scientific Content  
Manager



**ANNA  
AMBERNTSSON**

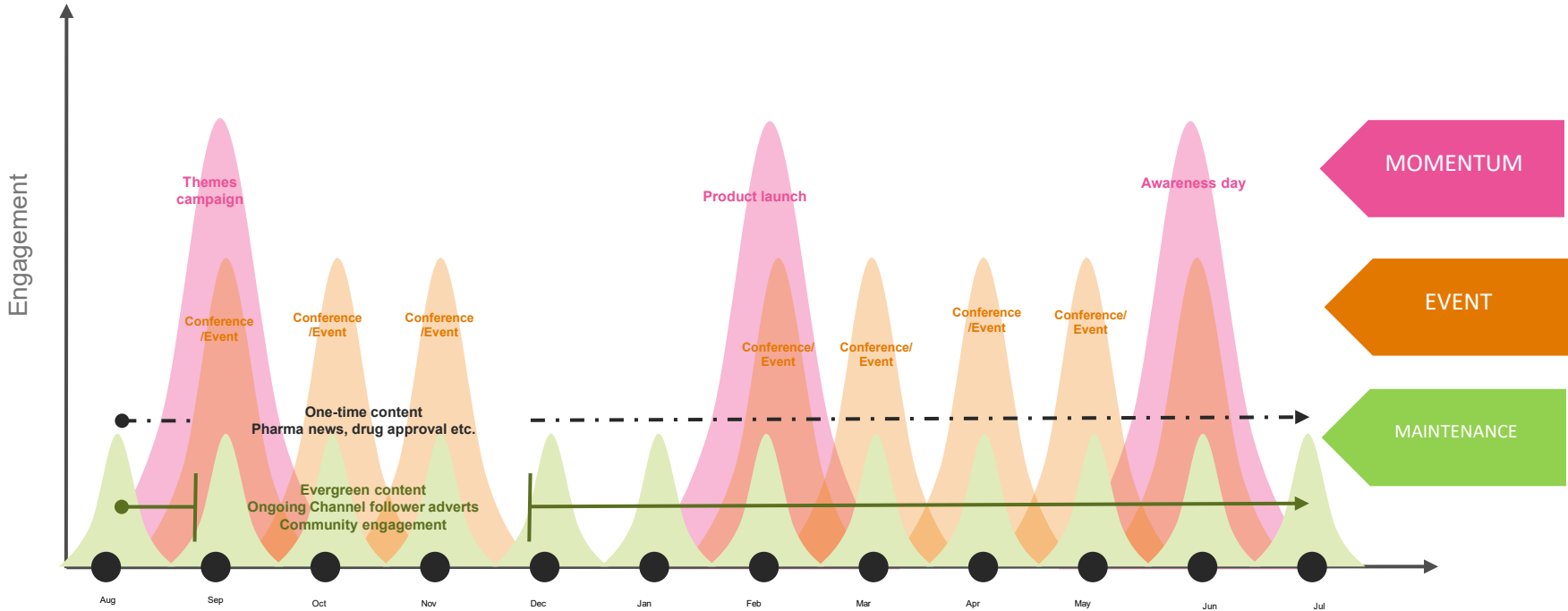
Sales Enablement  
Specialist



**ALICE  
O'DONNELL**

Marketing  
Communications  
Project Manager

# Svar's Overall Communication Plan



# Where to meet us

Discover upcoming exhibitions on our [Events page](#) — and contact your Svar distribution responsible to explore co-promotion opportunities.

**SVAR** WIESLAB About Products Services Applications Knowledge

**SEPTEMBER**  
European Meeting on Complement in Human Diseases (EMCHD 2026)  
September 1 – 5 | Cardiff  
[Svar Life Science](#)

**SEPTEMBER**  
BEBPA - 2026 EU Bioassay Conference  
September 23 – 25 | Seville  
[Svar Life Science](#)

**SEPTEMBER**  
61th The Japanese Association for Complement Research  
September 25 – 27 | Wakayama  
[Svar Life Science](#)

**OCTOBER**  
ESGCT Annual Meeting  
October 27 – 30 | Hamburg  
[Svar Life Science](#)

**OCTOBER**  
BIOPLUS Interphex Korea  
October 28 – 30 | Seoul  
[Svar Life Science](#)

**NOVEMBER**  
BEBPA ASIA - 2026 Bioassay Conference  
November 4 – 6 | Incheon  
[Svar Life Science](#)

**NOVEMBER**  
PharmaLab  
November 24 – 25 | Darmstadt  
[Svar Life Science](#)

**ON THIS PAGE**  
Upcoming Conferences  
**News**  
Downloads  
Contact us

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# WELCOME TO THE UPDATED DISTRIBUTOR HUB

Svar Resource Management Portal

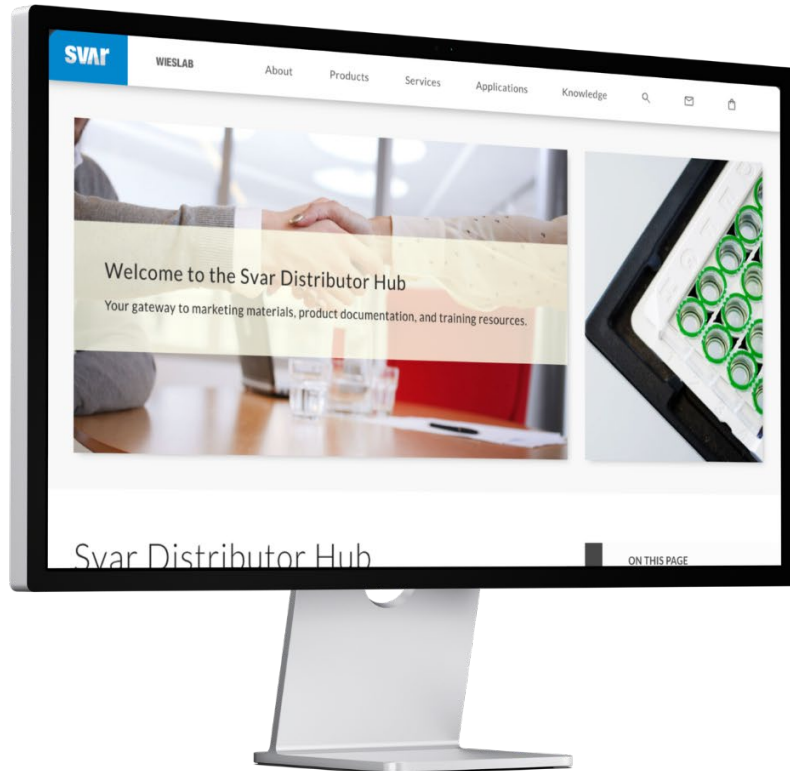


**Svar**

Answers in Life Science

## SVAR DISTRIBUTOR HUB

# A new, smarter way to access marketing material

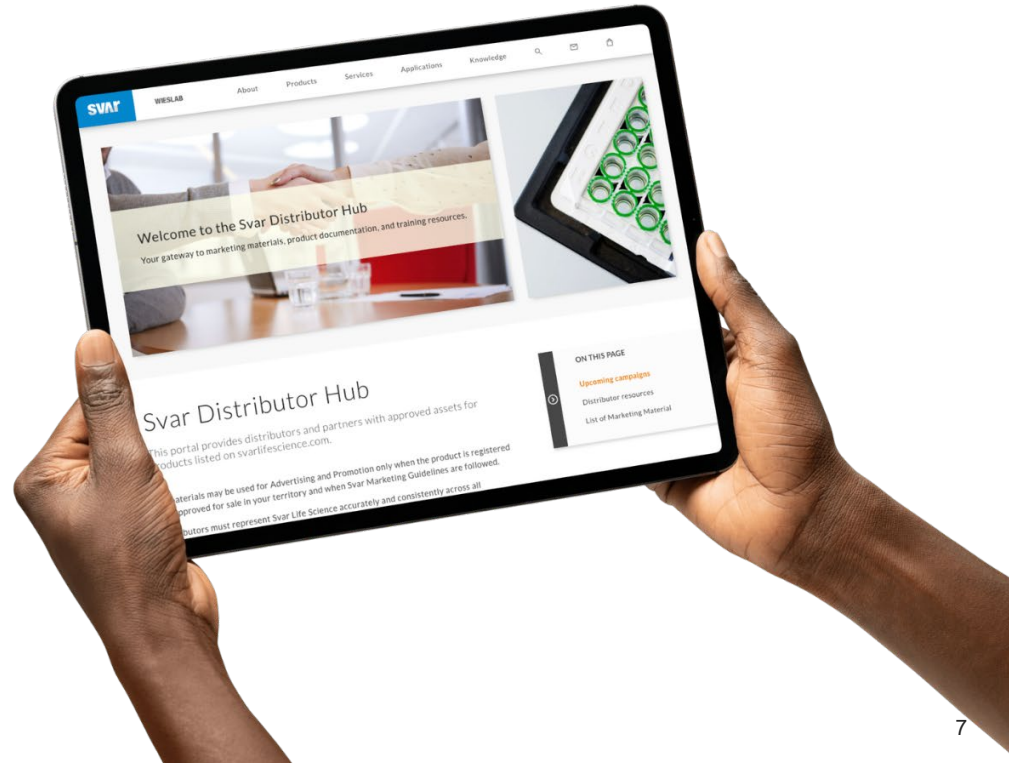


### Why We Updated the Distributor Hub

- Increasing complexity of information
- Need for faster updates and clearer version control
- Commitment to supporting our Channel Partners and distributors better

## SVAR DISTRIBUTOR HUB What's New

- Direct mirror of our internal document control database
- No parallel platforms, and no delay between approval and availability.
- Significantly reduced risk of outdated materials



# Creating your account and logging in

## How access works

- Each distributor contact will receive an **email invitation** to create a personal account
- Every user creates their **own individual login and password**
- Passwords are **personal and private** and should not be shared

## If you forget your password

- You can easily reset your password at any time
- Use the “Forgot password” button on the login page
- Follow the instructions in the email to set a new password and regain access

**Create your password**  
Complete your account setup below

EMAIL\*  
hilda.ovander@svarlifescience.com

PASSWORD\* [Show password](#)  
Password

Password must be at least 12 characters long and include at least 3 of the following: a lowercase letter, an uppercase letter, a number, or a special character.

CONFIRM PASSWORD\* [Show password](#)  
Confirm Password

[Save password](#)

Already have an account? [Sign in](#)  
Need help? [Contact support](#)

# SVAR DISTRIBUTOR HUB MARKETING COLLATERAL OVERVIEW

In these section you can search for:

- Product flyers
- Brochures
- Videos
- Scientific marketing materials
- etc.

That you can use for external marketing activities



Welcome to the Svar Distributor Hub

Your gateway to marketing materials, product documentation, and training resources.



#### ON THIS PAGE

[Upcoming campaigns](#)

[Distributor resources](#)

[List of Marketing Material](#)

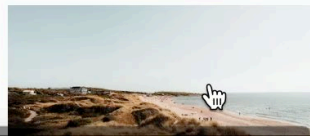
## Svar Distributor Hub

This portal provides distributors and partners with approved assets for products listed on svarlifescience.com.

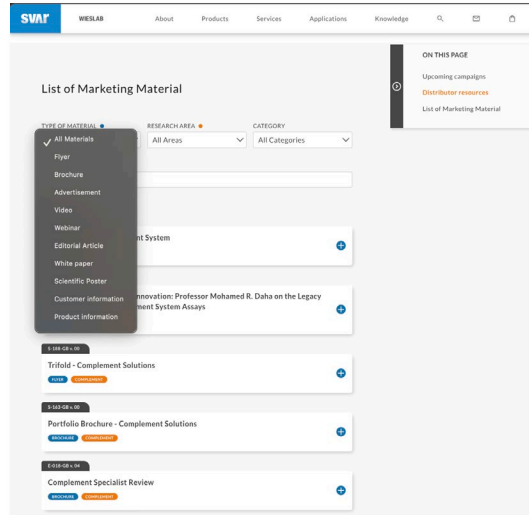
All materials may be used for Advertising and Promotion only when the product is registered and approved for sale in your territory and when Svar Marketing Guidelines are followed.

Distributors must represent Svar Life Science accurately and consistently across all marketing channels.

### Upcoming campaigns

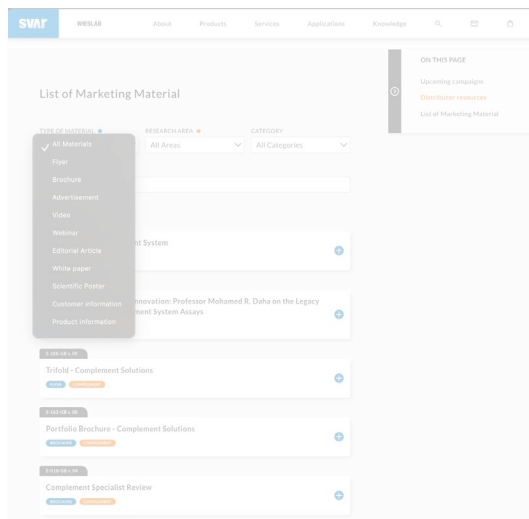


# Smart Filters

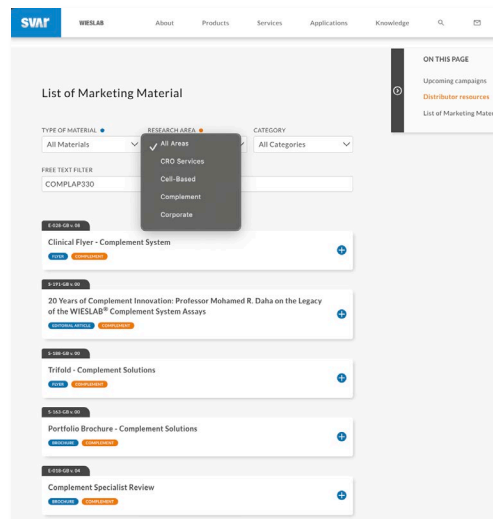


Filter by  
**TYPE OF MATERIAL**

# Smart Filters

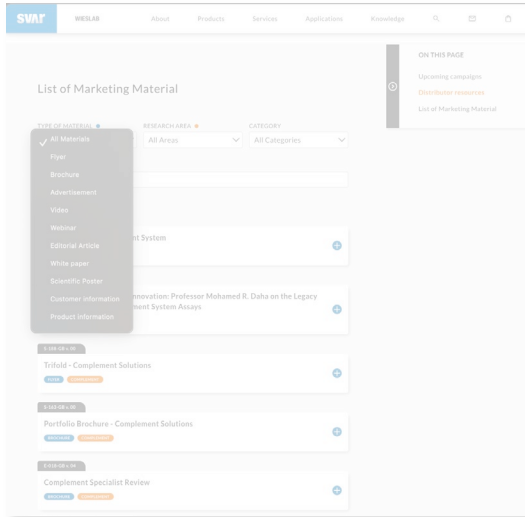


Filter by  
**TYPE OF MATERIAL**

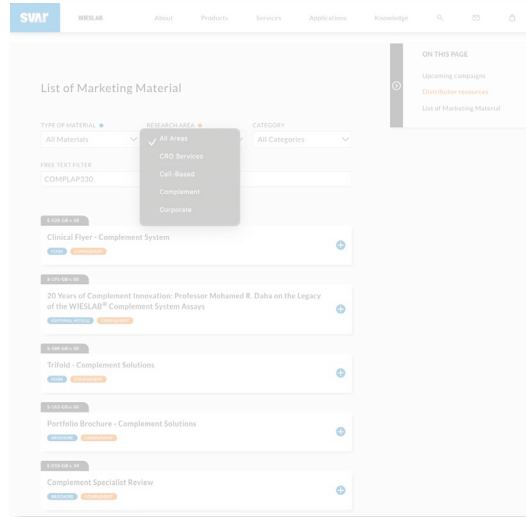


Filter by  
**RESEARCH AREA**

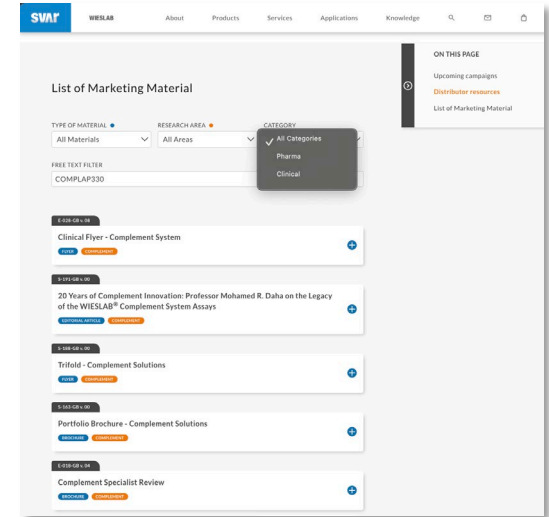
# Smart Filters



Filter by  
**TYPE OF MATERIAL**



Filter by  
**RESEARCH AREA**



Filter by  
**CATEGORY**

# Document Overview

- **Identification**  
Title, document ID (E-028-GB v.08), and tags clearly define format and scientific focus.
- **Description**  
Describes the scientific intent and commercial application of the flyer.
- **Visual preview**  
Thumbnail shows layout and design for quick recognition.
- **Related products**  
Links the material to relevant products.
- **Classification**  
Clinical category, Svar Life Science, application in Complement System Evaluation.
- **Link**  
Direct access to open or download the flyer.

## Clinical Flyer - Complement System

FLYER COMPLEMENT

### Description

2-page promotional brochure targeted towards "Understanding the full picture" of the Complement System. Provide a schematic illustration on the principle of Svar Life Science diagnostic solution for functional complement assessment of complement. Recommended use: As a first sales tool to explain the Complement System and the functional assessment. For customers within the clinical segment.



### Related Products

COMPLAP330, COMPLCP310, COMPLMP320, COMPL300

Category	Company	Application
Clinical	Svar Life Science	Complement System Evaluation


View File

# New section - Upcoming Campaigns


- Download ready-to-use ZIP files with campaign assets
- Access communication matrix for aligned messaging
- Support co-promotion of campaigns running on our LinkedIn channel

The screenshot displays the Svar Distributor Hub website. At the top, there is a navigation bar with the Svar logo and links for WIESLAB, About, Products, Services, Applications, Knowledge, a search icon, an email icon, and a home icon. The main heading is "Svar Distributor Hub". Below this, a paragraph states: "This portal provides distributors and partners with approved assets for products listed on svarlifescience.com." A second paragraph reads: "All materials may be used for Advertising and Promotion only when the product is registered and approved for sale in your territory and when Svar Marketing Guidelines are followed." A third paragraph notes: "Distributors must represent Svar Life Science accurately and consistently across all marketing channels." On the right side, there is a sidebar titled "ON THIS PAGE" with a dropdown arrow and three items: "Upcoming campaigns" (highlighted in orange), "Distributor resources", and "List of Marketing Material". The main content area features a section titled "Upcoming campaigns" with three cards. The first card is titled "ADCC, ADCP, CDC" and includes a sub-heading "PAID LINKEDIN CAMPAIGN APRIL". The second card is titled "T-Cell Activation Bioassays" and includes a sub-heading "Q2-Q3 ORGANIC SOCIAL SHARING". The third card is titled "Complement System Review Paper" and includes a sub-heading "Q2-Q3 ORGANIC SOCIAL SHARING". Each card contains a brief description of the campaign or resource and a small circular icon at the bottom right.


# New section - Upcoming Campaigns




Complement Review...per-1.jpg




Complement Review...per-2.jpg




Complement Review...per-3.jpg




Complement Review...per-4.jpg




Complement Review...per-5.jpg



Complement Review...per-6.jpg



QR code - Review Paper.pdf



Svar Complement System...atrix.pdf

### Svar Complement System Specialist Review


Communication Matrix

**Target audience:** Researchers, clinicians, diagnostics professionals, pharma & biotech stakeholders  
**Primary CTA:** Download / Access the free Specialist Review

**Guidance (Optional Add-On)**

- You are free to share posts (texts & visuals) as is for consistency
- You may make edits to the copy to better fit your local markets needs
- Do not edit scientific content or claims
- Tag @Svar Life Science where possible
- Place link in first comment for optimal LinkedIn reach

**LinkedIn Post Matrix**

Category	Description
Post copy (suggested)	<p>We are thrilled to introduce the latest edition of Svar's Complement System Specialist Review – your go-to resource for expert insights into the complement system. This updated review includes:</p> <ul style="list-style-type: none"> <li>Comprehensive overview of complement biology and regulation</li> <li>Physiological roles and pathological impact of dysregulation</li> <li>Best practices for complement testing and sample handling</li> <li>Overview of complement-targeted therapeutics, including cancer applications</li> </ul> <p>Get your copy to access essential expert-driven insights that support and advance complement research.</p> <p>Access the Specialist Review here: <a href="https://www.svarlifescience.com/knowledge/complement-system-specialist-review">https://www.svarlifescience.com/knowledge/complement-system-specialist-review</a></p>
CTA (first comment)	<p>Access the Specialist Review here: <a href="https://www.svarlifescience.com/knowledge/complement-system-specialist-review">https://www.svarlifescience.com/knowledge/complement-system-specialist-review</a></p>
Hashtags	<p>#SvarLifeScience #ComplementSystem #Diagnostics #Therapeutics #ResearchInsights</p>
Visual	 <p style="text-align: right; font-weight: bold;">SVAR</p> <p style="text-align: right;">Download your copy today!</p>


Complement system is a vital part of our innate immune defense, offering protection and supporting tissue repair. However, when activation is systemic, it can drive damaging inflammation and serious clinical outcomes.

Learn about this crucial balance in the latest edition of **Complement System Specialist Review**.

Access the Specialist Review here: <https://www.svarlifescience.com/knowledge/complement-system-specialist-review>

Science #ComplementSystem #Diagnostics #Therapeutics #ResearchInsights

**How the impact of complement on disease**



**Introduction**

Increasing interest in the development of complement-targeted therapies, as complement inhibition plays an increasingly significant role in disease. Precise complement modulation assessment is vital to guide the development of next-generation complement-targeted therapies across neuroinflammation, and cancer indications.

Learn more on the frontier of complement testing in drug development in the latest edition of @Svar Life Science's Complement System Specialist Review. Get your free copy through the link.

Specialist Review here: [www.svarlifescience.com/knowledge/complement-system-specialist-review](https://www.svarlifescience.com/knowledge/complement-system-specialist-review)

Science #ComplementSystem #Diagnostics #Therapeutics #ResearchInsights

Uncover complement modulation's role in drug development

Download the Complement System Specialist Review

Applications Knowledge

ON THIS PAGE

- Upcoming campaigns
- Distributor resources
- List of Marketing Material

Our latest insights best complement

Complement system

Complement System Specialist Review

Get a free essential guide to therapeutic

complement campaigns in learn best

complement System Review Paper

Access our free Complement System Specialist Review. From pathway biology to diagnostics and therapeutics, get a clear, practical review designed for real-world research and development.

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# DON'T FORGET Marketing Guidelines....

- Identity framework for all marketing collateral
- Legal Compliance
- Brand Representation
- Trademark and Copyright Protection

WIESLAB About Products Services Applications Knowledge

ON THIS PAGE  
Upcoming campaigns  
Distributor resources  
List of Marketing Assets

Distributor resources

Marketing guidelines, logos, training videos, and more.

Guidelines, Logotypes, Images, & Illustrations

The Marketing Guidelines clarify Svar's visual identity, trademarks, and legal requirements for advertising and promotion. They also align with the Svar Distributor Agreements (Articles 5 & 6).

All materials are protected by copyright and trademarks. When reusing graphics, please include:

"This material/graphic was originally published by Svar Life Science AB and should be evaluated in the context of the original publication."

Guiding Documents

- [Marketing Guidelines for Distributors](#)
- [Svar Logotype Guidelines](#)
- [Extract from Svar Distributor Agreement](#)

Svar Logotypes

The following Svar logotypes are available for use:

- [Svar Logotype - Blue](#)
- [Svar Logotype - Grey](#)
- [Svar Logotype - White](#)
- [Svar Logotype - Black](#)

Images & Illustrations

High-quality product images and scientific illustrations are available upon request. References to these assets can be found in our existing collateral.

Email your request for visual assets to:  
[marketing@svarlifescience.com](mailto:marketing@svarlifescience.com)

# What's Coming Next?

- Beyond the platform, we're strengthening communication together with the Distribution team.
- You'll receive regular email updates and newsletters, so key changes come directly to you—no searching required.
- Keep up to date with the Svar Distributor Hub



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# Svar Distributor Hub

Support material for products offered by Svar Life Science as listed at [svarlifescience.com](https://svarlifescience.com)

Free to use for Advertising and Promotion purposes provided that the relevant Product has been registered and approved for sale in the Territory.

**Access the Distributor Hub:**

<https://www.svarlifescience.com/distributor-hub-2026>

SCAN ME

