

Waters

# Lab Highlights

LAH 0181

7/84

## WATERS™ COLUMNS - PRICE FOR PERFORMANCE

Have you heard a customer say Waters columns are too expensive for their budget and then buy a column from a competitor? It seems as though customers perceive that columns from the various suppliers are equivalent to Waters columns in selectivity, efficiency, and value; or, in other words, all C<sub>18</sub> columns are alike. Unfortunately, they are not equivalent. In reality, when Waters columns are evaluated in terms of price for performance, Waters columns represent a good investment.

Beckman Ultrasil ODS and Whatman Partisil ODS columns (two typical other 10 $\mu$  columns) are priced at \$285 for a 4.6 x 250 mm column. Waters  $\mu$ BONDAPAK™ C<sub>18</sub> column costs \$315 for a 3.9 x 300 mm column and offers greater than 20% more theoretical plates than Beckman or Whatman for only a 10% higher price --  $\mu$ BONDAPAK C<sub>18</sub> column is a better value (See Waters Lab Highlight #0147, 0148).

For 5 $\mu$  columns, Beckman Ultrasphere ODS costs \$335 for a 4.6 x 150 mm column, DuPont Zorbax ODS costs \$300 for a 4.6 x 150 mm column, and Waters RESOLVE™ C<sub>18</sub> costs \$295 for a 3.9 x 150 mm column. Again, Waters RESOLVE C<sub>18</sub> column is a better value.

For the sub-5 $\mu$  column market, the NOVA-PAK™ C<sub>18</sub> (4 $\mu$ ) 3.9 x 150 mm column is a viable alternative and costs \$335. In this market segment, 46% of the available columns are 150 mm in length and 25% are 100 mm in length. The average price of these 150 mm and 100 mm length columns is \$335  $\pm$  44. Waters NOVA-PAK C<sub>18</sub> column is competitively priced.

Are Waters columns high priced -- they are competitively priced. Waters columns in triple kits represent an additional 10% savings for  $\mu$ BONDAPAK C<sub>18</sub> and 4% savings for RESOLVE C<sub>18</sub> columns. And, if your  $\mu$ BONDAPAK C<sub>18</sub> is repacked (See Lab Highlight #0149), the price is lower so the value is significantly greater. Packings are also available in Radial-PAK™ cartridges and are also a good long-term value.

Look what you have when you buy from Waters

- Waters packings are proven through wide customer acceptance as evidenced by the large number of literature references.
- Waters provides worldwide application assistance to aid in the successful use of Waters chemical products.
- Waters provides a liberal 90 day warranty on steel columns.
- In an RCM-100<sup>R</sup> Radial Compression Module, Waters cartridges will never "void" or develop "channels" during use. In the RCM-100, cartridges last longer and are more durable than steel columns.
- Waters packings are "state of the art and science."
- Waters provides a balance of chemistry and geometry to meet the versatility requirements of research and quality control.

A wise customer once said - "price is what you pay for a product, but value is what you receive!" Waters columns are a good value.

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Division of MILLIPORE 34 Maple St. / Milford, MA 01757 / 617-478-2000