



ISO 16756:2024 | IDF 259:2024
NoAm Marketing

Email Campaign



ORACLE Technology Meets New International Standard

the only fat analysis standard without calibrations or solvents

Have you heard about **ISO 16756 | IDF 259**? Recently a new international standard was published giving guidance on the determination of total fat content in milk and milk-based products, such as milk, cream, yogurt, ice cream, processed dairy, cheese and dairy powders by Carr-Purcell-Meiboom-Gill (CPMG) pulsed time-domain nuclear magnetic resonance (TD-NMR) spectroscopy.

The **ORACLE™** system is the **only commercially available fat analyzer that utilizes this technology**, providing reference extraction method accuracy, without matrix specific calibrations or solvents, in under a minute. View the webinar to learn more about ISO 16756 and ORACLE's remarkable technology.

[Watch the Webinar](#)



Accurate

ORACLE delivers accurate results with better repeatability than wet chemical extraction techniques.

Versatile

Analyze any dairy product from 0.02-100.0% fat on the same instrument, regardless of composition.

Efficient

Calibration and solvent-free rapid analysis in seconds. Anyone can operate ORACLE with ease; trained chemist not required.

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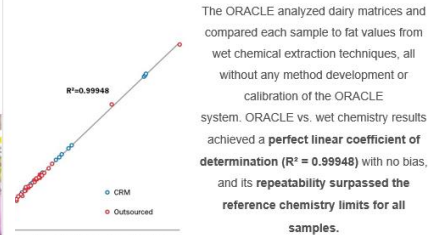


IDF 259

the Only System Utilizing ISO 16756 | IDF 259 Accurate Fat Analysis of Dairy Products

Published **ISO 16756 | IDF 259** provides comprehensive guidance for total fat content in milk and milk-based products using Carr-Purcell-Meiboom-Gill (CPMG) pulsed time-domain nuclear magnetic resonance (TD-NMR) spectroscopy. This advanced NMR technology used by **ORACLE™** isolates the detection of the proton signal in fat molecules from all positional proton sources (i.e. protein, carbohydrate, ash), making a universal fat analyzer possible.

ORACLE Excels in Independent Study by Actalia Cevalait



[Read the Study](#)

Consistency from plant-to-plant, system-to-system, and operator-to-operator. Distributors, and parent companies can all test with confidence.

Repeatability from instrument to instrument has been eliminated.



Analysis for Dairy Products: SO 16756 | IDF 259

Established, setting a new benchmark for dairy NMR technology to selectively isolate fat regardless of the sample.

ORACLE stands out as the most accurate analyzer technology to deliver unmatched precision. ORACLE requires no method development, bias-free results. With its rapid result time, ORACLE is the choice for industry professionals seeking accuracy in food testing.



0.02% fat

[Request a Quote](#)

SMART 6™

Moisture/Solids Analyzer

In the food industry, moisture affects texture, taste, and shelf life. With CEM's SMART 6, any sample type can be analyzed for moisture/solids 10 times faster than traditional drying systems. The intuitive software and simple procedure guarantee straightforward results, no chemistry degree or advanced training required.

ORACLE can pair the SMART 6 Moisture & Solids Analyzer with the ORACLE to deliver a complete solution for any sample type in less than 5 minutes.

[Learn more](#)

ORACLE and the many different dairy sample types. Check out the application notes below or visit [is-applications](#) to view more!



Powders

Accurate Analyzing of Fat Content in Powders



Cheese

Improved Process Control for Cheese Products

[App Note](#)

[Read App Note](#)

Bottom Line: The ORACLE Advantage

ORACLE innovative technology solutions can help improve production efficiency and ensure your product quality. With ORACLE, the fat content of any sample can be determined in 30 seconds with ORACLE utilizing the newly published **ISO Standard 16756 | IDF 259**. ORACLE NMR technology selectively isolates fat without prior knowledge of the sample, saving you time and money.

Better process control for more savings

Accurate testing enables tighter product specifications, leading to better yields and savings to the bottom line. Even a modest 0.10% improvement in precision can lead to hundreds of thousands of dollars in savings!

[Application Note](#)

Repeatability vs. Wet Chemistry Techniques

Accuracy of ORACLE, an exhaustive list of sample types and a range of ca. 0.01% - 100.0% fat. ORACLE was able to analyze dairy matrices with consistency and was more repeatable than the reference wet chemistry values for all samples.

Universal Fat Analysis Method using CRMs

Cost per Test	Analysis Time
\$12 - \$14	4 hours
\$11 - \$13	90 minutes
<\$1	30 seconds

ORACLE will result in:

Reduced labor hours per year
Reduced life cycle costs of \$110-240k per year



Reducing waste due to out-of-spec

Reduction of solvent usage

Have questions about the samples you test?

[Talk to Us](#)

ORACLE Technology Sets New Global Standard

ORACLE **ISO 16756 | IDF 259** provides guidance on using Carr-Purcell-Meiboom-Gill (CPMG) pulsed time-domain nuclear magnetic resonance spectroscopy for determining fat content in milk and milk-based products.

ORACLE is the **only system** to leverage this advanced TD-NMR technology for accurate fat measurement across various sample matrices, ensuring accuracy, efficiency, and set a new standard for reliability in food testing.



- ✓ **In Process** - fast, robust results in 30 seconds, no lab wait time
- ✓ **No Method Development** - simple and easy to use on any sample, no calibration required
- ✓ **Software** - easily connect to your LIMS system including barcode scanning
- ✓ **Quality Results** - 30 second standard tubes for verification whenever you want it

[Request a Quote](#)

Hear from our customers!

"The ORACLE Fat Analyzer has demonstrated the ability to eliminate dairy fat analysis with previous technology for a broad range of samples while maintaining high sample accuracy and precision. As one of the global leaders in dairy, implementing this is very beneficial for our testing needs."

Timothy Lumb

Plant Manager, Food & Pharmaceuticals ALS

With ORACLE, **ORACLE is backed by CEM's outstanding support.**

For any question, large or small, we are there.



Support doesn't end when your equipment is delivered; it begins. Our global network, backed by our award-winning service department, technical support, and experienced application chemists ready to go to work for you.

[Speak to a Rep](#)



Big News! ORACLE's advanced tech now an international standard

- Introduce ISO 16756 | IDF 259
- Focus on webinar
- Referenced
 - Accuracy
 - Versatility
 - Efficiency

ORACLE Technology Meets New International Standard

the only fat analysis standard without calibrations or solvents

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[Watch the Webinar](#)



Accurate

ORACLE delivers accurate results with better repeatability than wet chemical extraction techniques.

Versatile

Analyze any dairy product from 0.02-100.0% fat on the same instrument, regardless of composition.

Efficient

Calibration and solvent-free rapid analysis in seconds. Anyone can operate ORACLE with ease; trained chemist not required.

ISO 16756: ORACLE utilizes this new breakthrough technology!

- Reference ISO 16756 | IDF 259
- Focus on Actalia study
- Conclude with a Call to Action (CTA) to request a demo



Discover the Only System Utilizing ISO 16756 | IDF 259 for Accurate Fat Analysis of Dairy Products

Recently published [ISO 16756 | IDF 259](#) provides comprehensive guidance for determining total fat content in milk and milk-based products using Carr-Purcell-Meiboom-Gill (CPMG) pulsed time-domain nuclear magnetic resonance (TD-NMR) spectroscopy. This advanced NMR technology used by **ORACLE™** completely isolates the detection of the proton signal in fat molecules from all other compositional proton sources (i.e. protein, carbohydrate, ash), making a universal fat analyzer possible.

Improve your profit margins with ORACLE's advanced technology.

- Reference ISO 16756 | IDF 259
- Link back to App Note
- Break out cost per test for common methods
- Extrapolate into annual savings
- Conclude with CTA to ask questions

Validation of Universal Fat Analysis Method using CRMs →

Test Method	Cost per Test	Analysis Time
Soxhlet	\$12 - \$14	4 hours
Majonnier	\$11 - \$13	90 minutes
ORACLE	<\$1	30 seconds

100 tests per day using ORACLE will result in:

- Savings of 16,000+ labor hours per year
- Reduced consumable costs of \$110-240k per year
- No more repeat testing due to out-of-spec results
- A savings of 3500 L of solvent usage



Do you have questions about the samples you test?

Talk to Us

Did you catch the latest in fat analysis? ISO 16756 is now available!

- Reference ISO 16756 | IDF 259
- Highlight
 - No method development
 - Rapid results
- CTA for a quote
- Introduce SMART for drying
- Bottom includes links to individual dairy app notes



Revolutionizing Fat Analysis for Dairy Products:

[Learn more](#)

Curious to learn more about ORACLE and the many different dairy sample types it can accurately analyze? Check out the application notes below or visit cem.com/fat-analysis-applications to view more!



Cream

Rapid Total Solids and Fat in Cream

[Read App Note →](#)



Dairy Powders

Rapidly Analyzing Moisture and Fat Content in Dairy Powders

[Read App Note →](#)



Cheese

Improved Process Control for Cheese Products

[Read App Note →](#)



ORACLE utilizes ISO 16756/IDF 259: The new standard in dairy fat analysis.

- Reference ISO 16756 | IDF 259
- Reiterate ORACLE benefits
- CTA for a quote
- Customer testimonial
- Support network



As with all our products, ORACLE is backed by CEM's outstanding support.

No matter the question, large or small, we are there.



CEM's support doesn't end when your equipment is delivered; it begins. Our systems are backed by our award-winning service department, technical representatives, and experienced application chemists ready to go to work for you.

Speak to a Rep

Request a Quote



Email Metrics

- Overall
 - 40% open rate
 - 9% click rate
- Most popular clicks
 - Link to ISO 16756 | IDF 259
 - ORACLE webpage
 - Webinar registration
- Resulted in RFQs and product demonstrations

Webinar

[Products](#)[Resources](#)[Events](#)[Contact](#)[Request Quote](#)

ISO 16756 | IDF 259: A New International Standard for Rapid Fat Analysis of Milk and Milk Products

The ORACLE™ system, a rapid fat analyzer that does not require solvents or method calibrations, meets newly published ISO 16756/IDF 259: Guidance for the application of Carr-Purcell-Meiboom-Gill (CPMG) pulsed time-domain nuclear magnetic resonance (TD-NMR) spectroscopy for fat determination. Tune in to learn how CPMG pulsed TD-NMR can rapidly induce a measurable response of fat molecules within any sample, regardless of sample matrices or composition.

This webinar covers the types of samples used in validation, the fat range that is applicable, and how best to incorporate its use in a standard laboratory or production environment.

[Watch Now](#)

- 6% registration
- Over 100 new names
- Key Players in Dairy Market



Promotion of Webinar



The **ORACLE™** system, a rapid fat analyzer that does not require solvents or method calibrations, meets newly published **ISO 16756 | IDF 259**: Guidance for the application of Carr-Purcell-Meiboom-Gill (CPMG) pulsed time-domain nuclear magnetic resonance (TD-NMR) spectroscopy for fat determination.

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Register

Event Details

Wednesday, October 30, 2024

11:00 AM - 12:00 PM EDT

Speakers

Alicia Stell, PhD
Market Development Manager

Bobbie McManus
Director of Applied Markets

Shift away from environmentally hazardous chemical extraction methods to a greener and more simple technique, all without sacrificing the precision of reference methods and while improving reproducibility of total fat determination expected within the dairy industry.

The ORACLE...

- ✓ Provides accurate 30 second analysis
- ✓ Analyzes any sample from 0.02-100.0% fat



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The ORACLE...

- Provides accurate 30-second analysis
- Analyzes any sample from 0.02-100.0% fat
- No calibration development or validation needed
- Meets various ISO and AOAC requirements
- Does not require a trained chemist
- Does not require solvents or hazardous



ISO 16756/IDF 259: A New International Standard for Rapid Fat Analysis of Milk and Milk Products

Webinar by CEM Corporation



The **ORACLE™** system, a rapid fat analyzer that does not require solvents or method calibrations, meets newly published **ISO 16756 | IDF 259**: Guidance for the application of Carr-Purcell-Meiboom-Gill (CPMG) pulsed time-domain nuclear magnetic resonance (TD-NMR) spectroscopy for fat determination.

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The ORACLE is...



Accurate

Analyze any sample from 0.02-100.0% fat
Meets various ISO and AOAC requirements

Safe

- Does not require solvents or hazardous chemicals
- Easy-to-use system does not require a trained chemist

Rapid

- Provides accurate fat analysis results in 30 seconds
- No calibration development or validation needed

Ads



Have you heard about the new ISO/IDF method approval?
Check out ISO 16756/IDF 259 for Fat Analysis



ISO 16756/IDF 259 IS HERE!

New ISO 16756/IDF 259 Better Fat Analysis for Dairy

Excited for ISO 16756/IDF 259 approval? You should be.

Simplify Your Fat Analysis | Learn More ▶



Register for the Webinar:

ISO 16756 | IDF 259: A New International Standard for Rapid Fat Analysis of Milk and Milk Products

Simplify Your Analysis

ORACLE is the only rapid fat analyzer that requires no calibration and measures fat directly. Simplicity and accuracy combined.



Learn more at
cem.com/oracle



Thank you!