



World Leader in High-Performance Thin-Layer Chromatography Swiss Made

Future Proof Platform
by Capptoo



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[CAMAG.COM](https://www.camag.com)



“How might we?”

How might “Swiss Champions” give every international sales team, partner and customer → instant access to trusted product and industry knowledge?

And... have one unified hub for 12'000+ research papers, all ready to plug into AI content creation, one-click translation, omnichannel publishing, and call-center intelligence next.

From Coffee Chat to Collaboration



- Event meetup tech + chromatography click
- Shared aim: Swiss-precision brand, worldwide
- Co-invest: our stack, CAMAG's vision
- Goal: AI-ready platform & system in few months





Why We Put Skin in the Game

- Enable hidden Swiss champions taking Swiss quality global. (Like ourselves)
- Design-thinking sprints supported by a bold, fast-feedback CAMAG leadership.
- 12K-paper rebuild as the perfect tech challenge
- Co-investment seeds SaaS R&D.





Build Phase: What We Shipped

- WCAG-grade, headless Website and Asset management platform
- One hub for 12K papers with fast search
- Geo-map ready for video & 3D visuals.
- Bounce-rate ↓, sessions ↑
- Amazing Admin Experience.
- Fresh, on-brand UI with simpler navigation **worlds ahead of the old site.**



LLM Content:
80% draft of
content

One-click 90%
translation

Smart
segmentation &
search across 12K
papers & videos

Trend alerts from
Publications /
patent feeds for
HPTLC

Voice-to-Doc:
sales call →
transcript →
instant spec sheet

Future Roadmap...

Omnichannel
Content publishing

Automated nurture
journeys &
feedback Loop

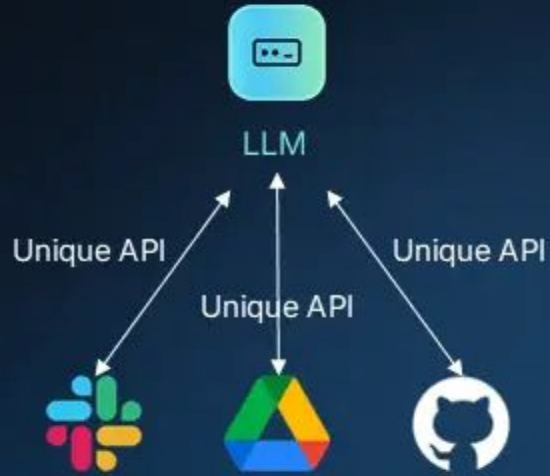
Live call
Aggregation

Auto follow-up
email in caller's
language

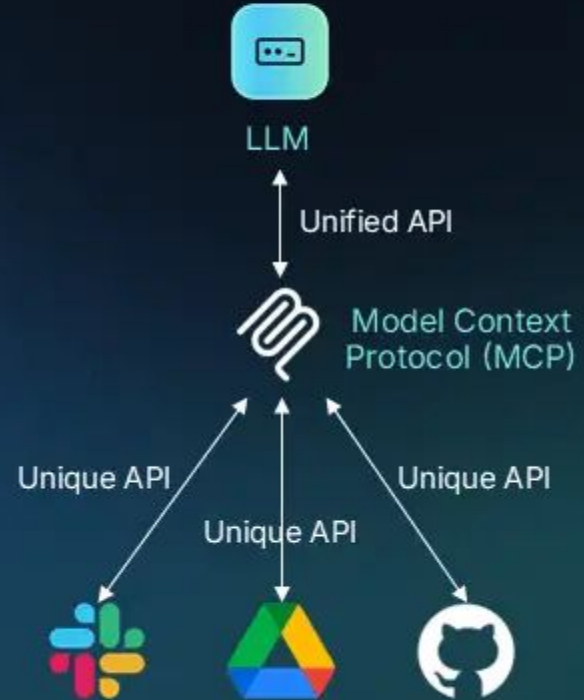
Dashboards and
Insights driven
actions

MCP Explained (Model Context Protocol)

Before MCP



After MCP





ChatGPT explains AI MCP

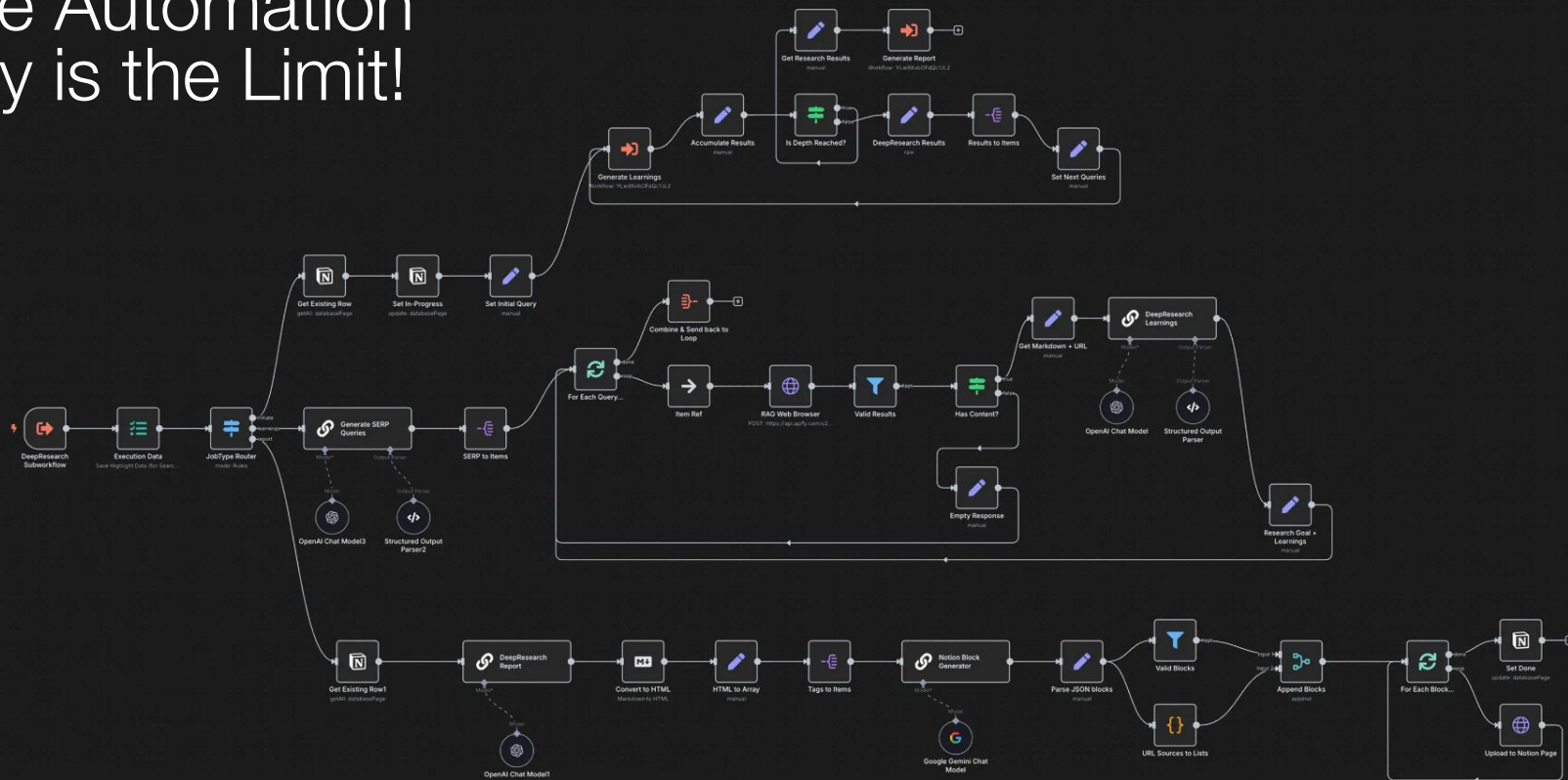
MCP (Modular Contextual Prompting) is a new AI paradigm that structures prompts into modular components — such as task, data, tools, and style — to give large language models (LLMs) better context and control. Instead of relying on long, messy monolithic prompts, MCP separates concerns into reusable and dynamic blocks that can adapt based on user needs or system states. This modularity enables more scalable, accurate, and maintainable AI systems, acting like a standardized interface between LLMs and real-world applications.

Content Creation with AI AGENTS (MCP)



With our AI AGENTS (MCP)

The Automation
Sky is the Limit!





Screver Informs Decisions.

Capptoo Drives Actions.