

**INNOVATION**

**N E W S N E T W O R K**

---

**SPECIAL REPORT**  
**HELPSHEETS**

# Client Special Report guidelines

## Special Reports - Technical Information

**A special report is to be produced under the following guidelines:**

- Up to 2000 words per report
- One main image, landscape
- One image of your logo
- Contact details of author including, name, organisation, e-mail and web address and phone number

**The purpose of the reports are to be informative to the reader, they can be used to:**

- Highlight current news
- Lobby on policy and other issues
- Highlight current research practices and focus areas

Investigating molecular and cellular mechanisms of cardiac muscle plasticity

Laboratory for Membrane Plasticity

LEARN MORE

RESEARCH & DISCOVERY
SUSTAINABLE PLANET
DIGITAL INNOVATION
SPACE
HEALTH INNOVATION

f
in
SUBSCRIBE
PUBLICATIONS
EBOOKS
PARTNERS
SPECIAL REPORTS
ADVANCED SEARCH
ABOUT US
LATEST STATISTICS

Special Reports

## Battery calorimetry: an innovative approach for ageing studies

20th May 2020

Share
f
in

Fig. 1a  
— average of G1 after 20 cycling at 25°C (300)  
— average of G2 after storage at 25°C and nominal voltage (300)  
— average of G3 after storage at 40°C and nominal voltage (300)  
— average of G1, G2, G3 before ageing

Fig. 1b  
— average of G1 after 20 cycling at 25°C (300)  
— average of G2 after storage at 25°C and nominal voltage (300)  
— average of G3 after storage at 40°C and nominal voltage (300)  
— average of G1, G2, G3 before ageing

Fig. 2 Comparison between fresh 18650 cells and the cell groups (fresh consisting of 3 cells) after cycling (G1) or calendar (G2, G3) ageing for 30d at isothermal cycling (a) Adiabatic cycling in an ARC

**The Karlsruhe Institute of Technology discuss their method of promoting battery safety, which holds the potential to revolutionise the transport industry.**

**Battery calorimeters** are essential to ensuring the safety of batteries. By monitoring the thermal runaway, technicians can prevent **ignition or even explosion** of the cell which can release toxic gases.

In the last nine years, the **Karlsruhe Institute of Technology** have established **battery calorimetry** at the IAM-AWP Calorimeter Center as a powerful and versatile electrochemical-thermal characterisation technique, which allows advancements for the thermal management, the lifetime and the safety of batteries.

The **IAM-AWP Calorimeter Center** operates Europe's largest battery calorimeter laboratory and provides six **Accelerating Rate Calorimeters** (ARCs) of different sizes – from coin to large

FEATURED TOPICS

BATTERY CALORIMETRY

### Calorimeters to advance battery safety

Expose your lithium-ion and post-Li cells are safe

Click here to find out more

### Research of the Institute for

Knowledge and rapid technology in focused on bio-based innovations

Click here to find out more

LATEST EBOOKS

### Cybersecurity during COVID-19

Launch eBook More Details

3rd July 2020

### A new era of smarter, cleaner mobility

Launch eBook More Details

11th June 2020

LATEST PARTNERS

**Nordic Radar Solutions – ensuring the safety of civil aviation**

7th July 2020

**Promoting research and development in flood science**

11th June 2020

# Further considerations

## **What is SEO?**

SEO stands for Search Engine Optimisation, which is the process of increasing traffic to your webpage through organic search engine results.

The content of a page is what makes it worthy of a search result position. As such, it is important to create good content.

## **So, what is good content?**

From an SEO perspective, all good content has two key elements - your keyword strategy and the way you structure your article.

## **Get the most out your article**

To get the most out of your article we want it to be as user and search engine friendly as possible.

If there's a specific keyword you want to rank for in search engine results, e.g. 'light steel frame', you would include this phrase within the copy (in the headline, intro, subheadings and throughout the text).

If you know what you want to rank for but are unsure how to incorporate it into the text, you can add a note to our editors so they understand what you want to rank for and can edit the piece accordingly.

## **Here are a few tips to follow when writing the content:**

1. Always include a headline – without this your content will not be searchable
2. Use sub-headers – these will improve readability
3. Always include an intro – this should entice the reader and not be repetitive of the headline
4. Choose a keyword that targets the audience you are writing for. Consider how your audience searches on google. Don't be too broad. Consider longer keywords as opposed to one word.

*Our editors will research keywords, so if we find something more suitable we will make these changes. You can also have more than one keyword.*

5. Write high-quality content, include stats, and place the most important pieces of information at the top of the article. Consider bullet points to improve readability
6. Don't make sentences/paragraphs too long and keep terminology simple – this will improve readability
7. Please also supply images/infographics where possible. Including an image for every 350 words improves SEO. (We will use stock photos if you do not supply anything)

**Our editors will edit your content as they deem necessary for SEO purposes, and we advise that you keep these amends in place.**

**You should also note that our digital editors will add internal links to related articles on our website for SEO purposes. This will be on the HTML version ONLY and NOT the pdf for the publication.**

Our editors are on hand to guide you throughout. It's important we know what you want to rank for so we can get the best out of your article.

## **Spelling**

As referenced in the 'house style' section of this booklet, we use British English spellings – realise, colourful, fibre – in all contexts apart from official names.

## **Subbing marks**

When a templated article is returned to you for approval, you may notice the presence of double asterisks (\*\*) in the body text. These are subbing marks, which let our design team know of text formatting (eg headings, italics, hyperlinks) and special characters such as subtext, supertext and symbols. They do not need to be removed from the text.

## **Trademarks**

Our house style specifies that trademark symbols are only to be used in the first instance and implied thereafter, as peppering the text with trademarks creates visual clutter, which can distract from the content itself. We do not typically use trademarks or copyright symbols in headlines.

## **Unique copy**

We would request that, where possible, you send us copy which has not already been published elsewhere, whether this is in another piece for our books or websites, on your own website or in a different publication. If we publish duplicate content it may not perform well in online searches and your article may receive reduced traffic from search engines. Therefore, if you do send us content which has been previously published, we will need to rewrite it to create unique copy.

# INNOVATION

## NEWS NETWORK

---

Production Department

Tel: +44 (0)1260 273 802

[nataliej@innovationnewsnetwork.com](mailto:nataliej@innovationnewsnetwork.com)

[www.innovationnewsnetwork.com](http://www.innovationnewsnetwork.com)

Pan European Networks Ltd

Network House

John Bradshaw Court

Congleton, Cheshire, CW12 1LB, UK

Registered in England and Wales

Co. Reg. No: 113 8663 18

VAT Reg. No: 7652562