



ASX/media release

**'gelcompany' becomes new global brand of
Fluorotechnics**

2 February 2009 – Sydney, Australia: Fluorotechnics Limited (ASX:FLS), a global leader in the supply of fluorescence and other protein detection technologies, is changing its trading name and product branding to gelcompany.



gelcompany is the new trading name for selling our products from San Francisco-based The Gel Company, German-based Elektrophorese-Technik GmbH (ETC) and Australian-based Fluorotechnics. Fluorotechnics acquired The Gel Company in 2008 and ETC in 2007.

The three are highly complementary in product development, manufacturing and sales with many similar customers.

Using one umbrella brand across three companies and over 300 products will help build goodwill, rationalise operations and cut costs.

Product offerings are for applications including proteomics, cell culture, DNA sequencing, liquid handling, microarray and PCR. Customers are mainly global pharmaceutical, research organisations and biotechnology companies.

"Combining the trading and brand names for the three parts of the enterprise reflects the orientation to provide complete solutions rather than off the shelf products from different companies in different countries," said Dr Duncan Veal, CEO of Fluorotechnics.

"This product suite is the best available in the world and major buyers are recognising the transition of this entity to premium supplier especially in proteomics."

Fluorotechnics has expanded beyond fluorescent products and is embracing a new name that better reflects the broader product offerings of the company. The gelcompany name is distinct and enjoys existing goodwill relevant to the new expanded business. gelcompany develops, manufactures and markets innovative consumables and accessories for proteomics, genomics

and cell biology. The global trading and face name will now be gelcompany. The corporate holding and ASX name will remain Fluorotechnics Limited.

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About Fluorotechnics

Fluorotechnics develops and manufactures fluorescent labels and stains for use in research, biotechnology and diagnostics. In 2007 Fluorotechnics acquired German-based ETC Elektrophorese-Technik which develops and manufactures high-quality end electrophoresis consumables including gels and buffers and instrumentation for DNA and protein electrophoresis. These are used in a range of industries for quality control, species determination for quarantine, research and process control.

In 2008 US-based The Gel Company was acquired. It manufactures high-quality products including low-cost applications for cell culture, DNA sequencing, liquid handling, microarray, PCR and proteomics. Along with its proprietary product offerings The Gel Company supplies its customers with a wide variety of accessories for instruments made by Applied Biosystems, BIO-RAD, GE Healthcare, GIBCO-BRL, Hoefer and Li-COR.

All these products are branded and marketed worldwide as gelcompany