

## Fluorotechnics appoints In Vitro Technologies as sales and marketing partner for Australia and New Zealand

30 January 2007 – Sydney, Australia

Fluorotechnics Pty Limited is pleased to announce the appointment of In Vitro Technologies as our sales, marketing and distribution partner in Australia and New Zealand.

In Vitro Technologies will be launching our partnership at the upcoming **12<sup>th</sup> Annual Proteomics Symposium** in Lorne, Victoria in February 2007.

Duncan Veal (CEO) from Fluorotechnics said *"we are proud to be associated with In Vitro Technologies, as they are one of the most dynamic and successful companies servicing science and medicine in Australia"*.

Fluorotechnics products that will be available through In Vitro Technologies include:

- **LavaPurple™ Total Protein Kit**
- **LavaPep™ Peptide Quantification Kit**
- **LavaDigest™ Protease Monitoring Kit**
- **LavaCell™ Live Cell Imaging Stain**

**LavaPurple** is a new fluorescent protein gel and blot stain that includes buffers & fixatives

**LavaPep** is a MS-compatible fluorescent peptide quantification kit

**LavaDigest** is a MS-compatible fluorescent proteolytic digest monitoring kit

**LavaCell** is a new fluorescent cell stain that provides the simple solution to intracellular imaging of live and fixed cells.

Fluorotechnics products are environmentally-friendly, fluorescent stains and assays that provide a unique solution or superior performance. They are replacing hazardous assays that can be harmful to the environment.

Jennifer Parsons, Managing Director of In Vitro Technologies, commented, *"We are excited by the opportunities that this partnership represents. The Fluorotechnics products are leading edge in their field. The distinct advantages of the products will allow us to position the Fluorotechnics products as the product of choice in their related markets. In addition to increasing market share we expect the markets for the Fluorotechnics products to experience double digit growth annually for the next five years"*.

### About Fluorotechnics Pty Limited

Fluorotechnics was founded in 2002 and specialises in the discovery, development and manufacture of fluorescent labels and stains for use in research, biotechnology and diagnostics. Fluorotechnics is located in Sydney, Australia and has international sales offices in North America and Europe.

Fluorotechnics acknowledges the financial assistance of the Australian and NSW Governments in the development of these products, through the R&D Start and Biotechnology Innovation and BioFirst Grant Schemes.

Press contact: Duncan Veal, CEO, tel. +61 2 9850 8185, email: [dveal@els.mq.edu.au](mailto:dveal@els.mq.edu.au), web site: <http://www.fluorotechnics.com>



## **About In Vitro Technologies Pty Limited**

In Vitro Technologies is a Scientific and Medical distribution company specialising in the sale and support of scientific, clinical diagnostic, medical and related products. The company was established in 2002 and is 100% owned by JJ Richards & Sons Pty Ltd. JJ Richards & Sons Pty Ltd was established in 1932 and is the largest privately owned waste and environmental management company in Australia, with revenues in excess of \$300 million and employing over 1,200 employees throughout Australia and New Zealand.

Press contact: Joshua Warburton, Scientific Divisional Manager, In Vitro Technologies Pty Limited, tel. +61 3 9771 3733, email: [joshua.warburton@invitro.com.au](mailto:joshua.warburton@invitro.com.au), web site: <http://www.invitro.com.au>

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