

## Fluorotechnics appoints Biomed Diagnostics as sales and marketing partner for Singapore, Malaysia and Thailand

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Fluorotechnics Pty Limited is pleased to announce the immediate appointment of Biomed Diagnostics as our sales, marketing and distribution partner in Singapore, Malaysia and Thailand.

Duncan Veal (CEO) from Fluorotechnics said *"we are extremely pleased to be associated with Biomed Diagnostics, as they are one of the most professional and successful companies servicing science and medicine in the South East Asia region."*

Fluorotechnics products that will be available through Biomed Diagnostics 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.

Gerard Chew, General Manager of Biomed Diagnostics, commented, "The agreement marks the beginning of a strategic partnership between Biomed Diagnostics and Fluorotechnics, which aims to provide products that are superior in quality, performance, reliability and environmentally friendliness to facilitate and support the field of proteomics and life sciences research. We are energized by this new partnership. Through this partnership, we aim to provide our customers with the tools to conduct research that do not permanently modify proteins with Fluorotechnics' naturally occurring fluorophores which are free of metals, non-toxic, and compatible with downstream processing and analysis."

### 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.

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## **About Biomed Diagnostics Pte Limited**

Biomed Diagnostics is a distributor of high quality products and services for life science researchers and clinical laboratories in Singapore. With integrated, high-value applications in drug discovery and development, immune function monitoring, functional genomics and clinical microbiology, Biomed Diagnostics is a well-positioned leader catering to the needs of research and clinical laboratories in Singapore, Malaysia and Thailand.

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