



Media Release

gelcompany appoints Genmall Biotechnology as sales and marketing partner for Taiwan

16 September 2009 – Sydney, Australia: gelcompany is pleased to announce the appointment of Genmall Biotechnology as our sales, marketing and distribution partner for Taiwan.

James Walker (CEO) from gelcompany said *"we are very excited about the opportunity to work with Genmall, as they are a very professional and successful company servicing science and research in Taiwan."*

gelcompany products that will be available through Genmall include: High Performance Electrophoresis (HPE) systems including horizontal electrophoresis towers and pre-cast gels, fluorescence-based consumables, PCR products, and regeneration service of capillary arrays.

Rex Lan, Deputy General Manager of Genmall Biotechnology, said *"gelcompany's wide ranges of products in Proteomics, Genomics and Cellulomics will deliver to Taiwanese customers superior quality of results. We believe that gelcompany's products will be successful in Taiwan due to strong technical and promotional supports."*

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About gelcompany: gelcompany sells and develops innovative consumables and equipment that enable scientists to better measure biological processes using fluorescence.

The company has established itself as the global leader in the supply of products which are environmentally friendly, safe to use and offer a unique solution and superior performance compared to existing products. These products are used globally by our customers in research, quality control and diagnostics. See our website to view our products. www.gelcompany.com

About Genmall Biotechnology: Genmall was founded in June 2007 by a great team of experienced life science executives. We supply high technology, high quality instruments and consumables to customers in biotechnology and life science related fields. To provide customers integrated services including the operation training, application support and hardware maintenance & service is our pledge to assist customers in quest of "Total Solution".