

Fluorotechnics appoints InterChim as sales and marketing partner for France

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Fluorotechnics Pty Limited is pleased to announce the immediate appointment of InterChim as our sales, marketing and distribution partner for France and other European countries.

Duncan Veal (CEO) from Fluorotechnics said *"we are excited about the opportunity to work with InterChim, as they are one of the most professional and successful companies servicing science and research within France."*

Fluorotechnics products that will be available through Interchim 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.

Etienne Boireau, BioSciences manager of Interchim, said *"We are excited to provide Fluorotechnics products to the scientific community. These products represent outstanding advancement and innovation. The collaboration with Fluorotechnics will strengthen our position in the fields of proteomics biochemistry, electrophoresis, MS analysis as well as cell biology studies. In this fast moving market, this relationship provides great potential for both parties."*

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 InterChim

Interchim was founded in 1970, distributing initially chemicals in France, then rapidly developing distribution and own manufacturing activities for fine chemistry, chromatography, biotechnology and BioSciences. Interchim now covers most of European countries through affiliate companies, agents and partners. The Biology department is strongly positioned in immunoassays, proteomics purification and analysis, and fluorescent assays for cell biology.

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