



## **Fluorotechnics appoints Joe Ladik to strengthen their US Sales and Marketing operation**

**Sydney, Australia — 3 June 2008** — Fluorotechnics, a global leader in the supply of fluorescence technologies for protein detection and quantification, today announced the appointment of Joe Ladik as Sales and Marketing Manager for North America.

Joe brings to Fluorotechnics a wealth of sales and technical experience, having served as a leading Technical Sales Specialist III for Millipore Corporation. In this capacity, he was responsible for a number of major healthcare, biotech and pharmaceutical accounts in the USA. Previously he worked for Invitrogen and GE-Healthcare where his role involved sales and technical support.

Günter Theßeling, Chief Sales and Marketing Officer of Fluorotechnics commented, "We are delighted to have such an experienced business professional as Joe joining our company to head our North American Sales and Marketing operation. His in-depth market knowledge and ability to serve the needs of the scientific community will enable Fluorotechnics to offer excellent support."

Regarding his appointment, Joe commented "I am particularly excited about joining a company that is young and aggressive in the expanding protein analysis field. My experience in the past with customers in the proteomics field will help Fluorotechnics make more inroads in the American Market. To be part of this group is exciting and I am looking forward to working with the customers to meet their ever growing needs."

### **About Fluorotechnics Pty Limited**

Fluorotechnics was founded in 2002 and specializes in the discovery, development and manufacture of fluorescent labels and stains for use in research, biotechnology and diagnostics. In 2007 Fluorotechnics acquired ETC Elektrophorese-Technik who develops and manufactures high-end electrophoresis consumables, including gels and instrumentation for DNA and Protein electrophoresis. Fluorotechnics is located in Sydney (Australia) and Kirchentellinsfurt (Germany) and has international sales offices in North America and Europe.

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