



Fluorotechnics secures world-leading executive: Reiner Westermeier

3 June 2008, Sydney, Australia: Fluorotechnics Limited, a global leader in the supply of fluorescence technologies for protein detection and quantification, has appointed Dr Reiner Westermeier as the group's Scientific Marketing Director.

Reiner brings a wealth of commercial and technical experience to Fluorotechnics. He joins the company after more than 12 years as Scientific Support Director for GE-Healthcare. In this capacity he was responsible for developing new electrophoresis systems, application development and troubleshooting in separations and analysis techniques in proteomics. Reiner is the author of numerous scientific publications and two best-selling books. He is also a very accomplished presenter, renowned the world over for his seminar tours.

In announcing the appointment Rick Taylor, Chairman of Fluorotechnics, said, "We are delighted to have strengthened our team with such an eminent person in this field. Reiner will play a key role in sales penetration of our innovative new range of Fluorotechnics electrophoresis and proteomics products including those from our recently acquired European business, ETC."

Duncan Veal, CEO of Fluorotechnics said, "Reiner has an international reputation for excellence in proteomics and electrophoresis. He is famous for his informative and entertaining technical lectures and his books are in leading laboratories. Reiner will add great weight and a new dimension to Fluorotechnics."

Reiner commented, "After singing the gospel of electrophoresis separation methods and their ingenious applications for many years it will be a great pleasure to be part of the creative and entrepreneurial Fluorotechnics team. I am particularly inspired by the opportunity to be part of introducing a range of novel electrophoresis solutions for the proteomics and diagnostics application areas."

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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 operations with regional headquarters 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.

Web site: <http://www.fluorotechnics.com>

About ETC Elektrophorese-Technik

Founded in 1990, ETC Elektrophorese-Technik develops and manufactures high-quality end electrophoresis consumables, including gels and buffers and instrumentation for DNA and Protein electrophoresis. These products are used in a wide range of industries for quality control and quality assurance, species determination for quarantine, research and process control. ETC Elektrophorese-Technik is located in Kirchentellinsfurt, Germany. ETC Elektrophorese-Technik was acquired by Fluorotechnics Pty Limited on 30 October 2007.