

Press release: For immediate distribution

2BScientific Strengthens Team and Expands Global Supplier Network

Heyford Park, Oxford, UK (4th March 2010): 2BScientific, a life science products distributor to the UK market, has appointed Dr Nihad Robinson as Business Manager. Dr Robinson, who has extensive business development and sales experience in the biotech sector, joins from Cambridge Biosciences where she was responsible for technical sales in the South UK region. Dr Robinson holds a degree in microbiology and a PhD in molecular biology, as well as being fluent in Arabic and French. “I am very proud to be joining 2BScientific and look forward to helping develop the business. It is refreshing to join a company that is truly focused on customer service and communication; the quality of its people, products and services has given 2BScientific a fantastic platform, and I plan to help build on this success and ensure our customers take full advantage of our offerings through our global network,” commented Dr Robinson. “We also give something back to the community by making a donation from every order to the British Bee Keepers Association.”

James Bernard, Managing Director of 2BScientific, added: “We are delighted to welcome Nihad to the team. Her valuable experience, commitment and ability to build strategic customer relationships will add significant value to the business. She will ensure that 2BScientific continues to deliver products tailored to our customers’ evolving needs and requirements.”

In addition to strengthening the team, 2BScientific has also expanded its worldwide supplier network signing deals with Spring Bioscience and BioDynamics. “We are excited about our new partnerships with US-based Spring Bioscience and Japan’s BioDynamics (Funakoshi),” commented Bernard. “Both these companies have established businesses and the expertise that will help position the products successfully in the market. I am confident that, together, we can offer a complete range of reagents and kits to the life science markets.” As a result, 2BScientific has increased its catalogue portfolio and will now be able to distribute a wide range of new products including Spring Bioscience’s cancer markers and tumour suppressors; and BioDynamic’s *Hetero-Stagger PCR Cloning Kit*, which enables highly efficient and fast cloning of PCR products without requiring any enzymatic procedures.

The deals see the expansion of a supplier portfolio that already includes Acris Antibodies (Germany); Cosmo Bio (Japan); Symansis (New Zealand); and ExBio (Czech Republic), amongst many others. 2BScientific is currently running a promotion offering a number of ExBio products for free — further details can be found on the 2BScientific website.

www.2BScientific.com

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About 2BScientific

Headquartered in Oxfordshire (UK), 2BScientific is reinventing the supply of Immunological Reagents to Life Science markets. Recognising how crucial it is for researchers to access the very latest reagents at affordable prices, the Company offers the best quality products that could provide a world of difference to research:

- Unique range of quality Reagents and Kits
- Service and support designed with researcher in mind
- Value for money - always competitive
- Easy access to friendly and experienced technical support
- Easy to use website, online ordering and technical resources
- Quick and guaranteed delivery
- For every order received £1 is donated to the British Bee Keepers Association

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