

Micronic to distribute Bluechiip products

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Singapore: Bluechiip has signed a distribution agreement with Micronic America. The agreement gives Micronic America and its network of distributors, including E&K Scientific, USA Scientific, Nova Biostorage Plus (formerly Micronic North America), MJS Biolynx and D-Mark Biosciences, the rights to distribute Bluechiip's products throughout US and Canada.

Micronic America is the supporting entity for Micronic's traceable product portfolio in the US and Canada. Micronic America operates in conjunction with Micronic Manufacturing US, which is the firm's US-based class VII cleanroom and production facility, to efficiently produce and provide its distributor network with industry-leading sample storage solutions.

Bluechiip CEO Mr Brett Schwarz said that the signing of the agreement was a significant step for Bluechiip. "Micronic has a great track record in manufacturing and supplying solutions for the life sciences storage market into the large North American market, so we saw them as ideal distribution partners for Bluechiip. Signing this agreement is a major milestone for us."

Mr Gerrit van der Gaag, CEO, Micronic Holding BV, said that his company was excited to be Bluechiip's distribution partner. He said, "We have many years of experience in these markets and we see great potential for Bluechiip's tracking solution, especially for the high growth area of samples stored in temperatures as low as those found in liquid nitrogen storage. Bluechiip's temperature-sensing capability is a clear differentiator in tracking and monitoring high-value samples where sample integrity is critical."

Micronic America and its network of distributors will launch Bluechiip's product at the Society for Laboratory Automation and Screening (SLAS) 2013 annual conference, which will be held from January 13-15, 2013, at Florida, US.