BioSpectrum the business of Bio & Health Sciences ASIA EDITION

Avantor launches Japanese e-commerce website for life sciences industry

January 12, 2021 | News

Aims to expand access to products and services, research information, white papers and webinars to the aspirants



Avantor, Inc., a leading global provider of mission-critical products and services to customers in the life sciences and advanced technologies & applied materials industries, has launched its Japanese e-commerce website, jp.vwr.com to better serve customers locally with access to the Company's broad portfolio of products and services, and related information.

The new e-commerce site enhances the shopping experience for Japanese customers. Customers now have easy access to Avantor's scientific products and services, as well as detailed product information for each research field, including white papers and webinars on related topics.

Sang Kyu Lee, Avantor Sales Director for Korea and Japan, said, "We are pleased to provide a user-friendly e-commerce platform that better serves our Japanese customers. Those who are researching high-quality scientific products and expert services will also find reliable support information, webinars and enhanced convenience in shopping. It will be the way that Avantor moves science forward."

As the delivery channel of Avantor@, VWR provides access to mission-critical product and service solutions across life sciences and other regulated industries, including: Pharmaceutical, biotechnology, industrial, education, government, healthcare and advanced technologies.

Avantor's global e-commerce platform gives easy, convenient access to an extensive portfolio, including Avantor brands, as well as those from thousands of other manufacturers.