

## Shimadzu bags Frost & Sullivan APAC MS Company of the Year award

15 September 2015 | News | By BioSpectrum Bureau

### Shimadzu bags 2015 Frost & Sullivan APAC MS Company of the Year award



**Singapore:** Global analytical solution company, Shimadzu, has received 2015 Frost & Sullivan Asia Pacific Mass Spectrometry (MS) Company of the Year award.

Provider of analytical solutions, scientific equipment, testing machines, balances and medical equipment, Shimadzu Asia Pacific is the subsidiary of Kyoto-based Shimadzu Corporation. The APAC division of Shimadzu, which operates across 18 countries in the region, ventured into MS technology in the year 2010.

Frost & Sullivan Company of the Year award is evaluated on two key aspects, viz, 'visionary innovation and performance' and 'customer impact'. Visionary innovation and performance included criteria like addressing unmet needs, visionary scenarios through mega trends, implementation of best practices, blue ocean strategy and financial performance; 'customer impact' considered criteria like price/performance value, customer purchase experience, customer ownership experience, customer service experience and brand equity.

Ms Rhenu Bhuller, partner and senior vice president, Asia Pacific Healthcare Practice, Frost & Sullivan, commented, "Since 2010 when Shimadzu launched its first triple quadrupole mass, the company has continued to push the boundaries in providing advanced solutions. The company's expansive analytical range of high-speed technologies that provide high sensitivity performance as well as excellent data quality enables improvements in analytical throughput and expands the potential range of applications. Keeping the end user in mind, its user-friendly interfaces also provide for good customer experience leading to more productive analytical workflow. As the requirements of qualification for applications requiring high sensitivity and speed in the Asia Pacific region grow, Shimadzu's solutions are well placed to meet the needs of the industries within the region."

Mr Kiminobu Imura, managing director, Shimadzu (Asia Pacific), said, "It is a very big honor for us to receive the prestigious 2015 Frost & Sullivan APAC Mass Spectrometry Company of the Year award. I would like to congratulate everyone at

Shimadzu (Asia Pacific) for their dedication in working towards the company philosophy of "Contributing to Society through Science and Technology". The recognition by Frost & Sullivan reiterates our commitment towards our customers in line with our company's slogan. 'Excellence in Science' is not just our motto but is a way of life for us at Shimadzu. This award proves that our efforts are certainly helping to make the world a better place."

Mr Prem Anand, senior general manager, Shimadzu (Asia Pacific), highlighted, "We are thankful to Frost & Sullivan for recognizing the strength of Shimadzu's Vision, Innovation, Performance and Customer Impact. MS is the latest frontier of scientific innovation on which the analytical industry is relying on. And every member of the Shimadzu Family works towards making this frontier more productive and affordable for all our valuable customers. We ardently follow our Corporate Philosophy of 'Contributing to the Society Through Science and Technology' and believe that with 'Excellence in Science' we can transform the way analytical chemistry is experienced in labs. Shimadzu is the future."

Ms Sandhya Nargund (Sandy), product manager, MS and Chromato, Shimadzu (Asia Pacific) said, "This prestigious award has been bestowed upon us for our activities in the year 2014. It gives me immense pleasure to reveal that this year in 2015, we have even better instruments and services on offer to our customers. We recently launched our best-ever MS product till date, the LCMS-8060, with unique features such as 'Fusion of Unprecedented Speed and Sensitivity' and 'Outstanding Durability', and a honest tag line that says "Changes Everything". Shimadzu has always provided the best quality of products and services to its customers and will continue to do the same in the future. Thank you Frost & Sullivan for recognizing the true leader in the analytical industry."