

## Flowing smoothly

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**Flowing smoothly**

With a growth rate higher than the industry, Eppendorf India's market penetration in 2007-08 has been very smooth.

Eppendorf India is the Indian arm of Eppendorf AG, Germany, founded in Hamburg in 1945 and has more than 2,000 employees worldwide. The company has subsidiaries in 20 countries and is represented in all other markets by distributors. Head quartered in Chennai, with eight branches all over the country, Eppendorf India is in a unique position to serve the customer in India.

With more direct access to the Indian market, Eppendorf successfully presents and markets latest technologies for biotech research. The local organization is staffed with a team of product managers, sales, service and application specialists to ensure that professional support and assistance is offered to all end users.

In fiscal 2000-07, the company's sales revenues amounted to Rs 41.9 crore as against Rs 29 crore in 2006-07 thus registering an impressive growth of 44 percent.

Eppendorf develops, produces and distributes systems for use in life-science research laboratories worldwide. Its product range includes pipettes, dispensers and centrifuges as well as consumables such as micro test tubes and pipette tips. In addition, Eppendorf provides instruments and systems for cell manipulation, automated devices for liquid handling, complete equipment for DNA amplification and biochips. A series of complementary products manufactured by the company and other companies round off this product range.

Eppendorf products are aimed at academic and commercial research institutes as well as industrial companies in the field of biotechnology or in other sectors using biotech research processes.

In November last year Eppendorf launched Science Trek, a state-of-the-art, world class laboratory on wheels dedicated to biotech, pharmacology, chemistry and other science students in India. Science Trek will visit educational and research institutions free of cost all over the country to take them on an exciting voyage to the frontiers of lab technology.

The mission of Science Trek is to showcase and demonstrate the latest lab equipment so that students can see for themselves the equipment and technologies of tomorrow.

Additionally, the mobile lab is bridging the gap between the privileged, urban centers of learning in metros and the relatively unequipped labs in semi-urban and rural colleges.