

BioTek Instruments

an extra step goes a long way

BioTek Instruments, Inc, headquartered in Winooski, Vermont, USA, is a worldwide leader in the design, manufacture and sale of microplate instrumentation and software. BioTek instrumentation is used to accelerate the drug discovery process, to advance discoveries in genomics and proteomics, and to aid in the advancement of life science research.

In 1968, BioTek was founded as a provider of dedicated test equipment solutions for hospitals and biomedical institutions. In 1981, it entered the microplate technology market with the launch of its first microplate reader. Since then, BioTek has successfully focused its attention on the advancement of microplate instrumentation and software and has become globally recognised for providing its customers with the best experience possible. In addition to its US office, BioTek provides global sales, service and distribution support with offices in Germany, France, United Kingdom, China, Singapore and India. Additional countries are supported through a trained and highly skilled independent distribution network.

Along with its focus on microplate instrumentation, BioTek is dedicated to providing outstanding customer service and support so that each customer will get a better reaction from their BioTek experience. The entire team – from customer care and technical service, to the knowledgeable sales force and scientific experts – all strive to provide customised attention to each customer while working to improve the customer's process. Many team members have been with the company for more than 10 years, and have the expertise and experience to respond competently to the application-rich customer questions typical of sci-



entific markets. Additionally, the BioTek website is available in multiple languages so that information may be gathered and researched comfortably in the local language; and also serves to facilitate the dialogue between customer and local affiliate.

Customer commitment extends to product development, where BioTek actively monitors market trends and solicits customer feedback to understand precisely how experimental procedures are carried out and where customer demands are not being fulfilled. Armed with this knowledge, it develops product alternatives with dramatically improved functionality, robustness and value for the end-user. Recent examples of this product development approach include the EL406™ 1536-well Microplate Washer

Dispenser and the Synergy™ Mx Multi-Mode Microplate Reader.

Combining technologies from the world-renowned ELx405™ Microplate Washer and the MicroFlo™ Select Dispenser, the EL406™ 1536-well Microplate Washer Dispenser provides fast and efficient microplate washing in 1536-, 384- and 96-well microplates. Accurate and precise dispensing is available from peristaltic and microprocessor-controlled syringe drive reagent dispensing technologies. And, by combining microplate washing and up to three reagent dispensers, researchers no longer need to purchase and maintain separate instruments for each assay wash and reagent dispense step.

Synergy™ Mx Multi-Mode Microplate Reader with Ultra Fine-Tuned™ performance provides superior detection in fluorescence, luminescence and absorbance read modes on par with performance and flexibility normally found only in dedicated single-mode systems. A modular format means that the required detection modes can be selected for specific laboratory needs and upgraded at any time as needs change. The complete Synergy family of Multi-Mode Microplate Readers also includes the patent-pending Synergy 4 with Hybrid Technology™, incorporating both monochromator- and filter-based fluorescence for life science and drug discovery applications, Synergy 2 with filter/dichroic-based fluorescence for life science and drug discovery applications and Synergy HT with filter-based fluorescence for life science applications.

BioTek's promise to consistently exceed customer expectations has resulted in strong growth in this specialised market, and will continue to drive the company's success.

