

Bioser Medikal places eight Freedom EVOLyzers® in Turkey



Mr Güngür Cepni, CEO of Bioser Medikal

Over the years, Tecan has enjoyed working with numerous distributors and Bioser Medikal, based in Istanbul, Turkey, is a great example of how such a collaboration can help each party to grow and prosper. Since its first contact with Tecan in 1994, Bioser has placed over 60 units throughout Turkey, including Freedom EVOLyzer®, Genesis™ RMP, Minilyser™ and Genesis FE500™ instruments. As well as Tecan, Bioser has also teamed up with other global partners such as Dade Behring and Equipar.

"I strongly believe in a steady increase of automation in Turkish labs and hospitals. The demand for high quality operations and less labor intensive procedures is to be seen everywhere," explained Mr Güngür Cepni, CEO, Bioser Medikal. "Furthermore, compliance with international quality regulations such as the European IVD-D (98/79/EC) is already an important part of our market."

Throughout 2005, the Company has placed no fewer than eight Freedom EVOLyzer 100/4 at five different sites in Turkey, and Bioser's Freedom EVOLyzer team has implemented over 15 different assays from renowned reagent manufacturers. "We trust the quality and reliability of Tecan's products and we particularly like the Freedom EVOLyzer because of its high throughput and continuous loading capability," said Mr Cepni.

The Freedom EVOLyzer, Tecan's new generation of IVD-D (98/79/EC) compliant ELISA, is available in 100 cm, 150 cm to 200 cm worktable sizes. Equipped with 2, 4 or 8 channels, either steel tips or disposable tips, and an independent robotic manipulator (RoMa) arm for plate transport, the Freedom EVOLyzer can achieve a high degree of

parallelism which leads to maximum capacity. Continuous loading and parallel sample pipetting also ensure high throughput for the smaller sizes of the instrument. The Freedom EVOLyzer's integrated features, such as panels, sensors, lights and warning alarms, enable close monitoring of all actions, providing high safety and reliability.

"The trust is the key. If you want to grow and earn a defensible place in the market, you have to earn the customers' trust in your company and in the products you offer." Mr Cepni concluded: "We have been doing this since day one and that is why we have succeeded."

Minilyser™ is a trademark of REMP AG, Oberdiessbach, Switzerland

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Tecan's Turkey distributors are kept busy