

PRESS RELEASE

DIATRON OPENS OFFICE IN INDIA

Budapest, November 7, 2023

Diatron, a trusted partner in developing, manufacturing and marketing hematology and clinical chemistry analyzers and associated reagents for human medical and veterinary use, recently opened a new office in New Delhi, India. With the new office, the company is strengthening its focus on Asia, a growing diagnostics market, and extending its services to existing and new customers in the APAC region.

BREAKING BOUNDARIES: DIATRON'S ASIAN OFFICE

The new Asian office provides numerous advantages for customers and partners alike, revolutionizing collaboration in a multitude of ways.

Having a sales presence in the APAC region ensures swift and timely assistance. This new-found agility expedites project progress, benefiting all parties involved, resulting in more efficient outcomes. Time-saving and improved communication capabilities are pivotal in fostering successful collaboration. In addition, geographical closeness is set to reduce language barriers.

Ronald Backes, VP Sales & Marketing and Board Member of Diatron, said about opening of the office: „We would like to strengthen the partnership with the Asian market, which has always been of significant importance to us. That's why we proudly opened a new office in the region, to actively contribute to healthcare developments. The early results and benefits represent just the beginning of a long and prosperous partnership. Together, we will spearhead advancements in Asian healthcare, ultimately enhancing the quality of patients' lives.”

The Diatron's expert team in New Delhi is looking forward in responding with even greater swiftness to existing and new customer's inquiries and requirements in the APAC region.

THE HEALTH AND WELL-BEING OF INDIVIDUALS HAVE ALWAYS BEEN OF PARAMOUNT IMPORTANCE TO DIATRON

For over three decades, Diatron has embarked on a dedicated journey with a singular purpose: to develop, manufacture and distribute high-quality diagnostic equipment tailored to the healthcare sector.

The product range includes clinical chemistry and hematology analyzers for human and veterinary use, all designed to enhance medical diagnostics and patient care.

These systems play a crucial role in medical diagnostics, helping to detect diseases early, such as the early detection of conditions like diabetes, anemia or cardiovascular diseases through blood analysis. Doctors can spot issues in a timely manner and initiate the appropriate treatment, thereby saving lives.

Following this vision, the Diatron brand has become recognized globally: With products distributed and marketed in more than 110 countries, there are currently over 50,000 Diatron clinical chemistry and hematology analyzers in active use in laboratories worldwide.

The company's continuous growth is largely attributed to the commitment and excellent relationships that we continuously nurture with our customers.

ABOUT DIATRON MI

Located in Budapest, Hungary, Diatron is a member of the STRATEC SE Group, Birkenfeld, Germany. It offers the complete package ranging from innovative R & D, excellence in manufacturing and reagent production plus the highest quality sales office and service support in the hematology, clinical chemistry and CLIA fields. This is reflected with products present in more than 110 countries distributed through an established and dedicated distributor network. With over 50,000 analyzers in laboratory use today, Diatron has a large customer base which is continuously growing year on year.

FURTHER INFORMATION IS AVAILABLE FROM:

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