

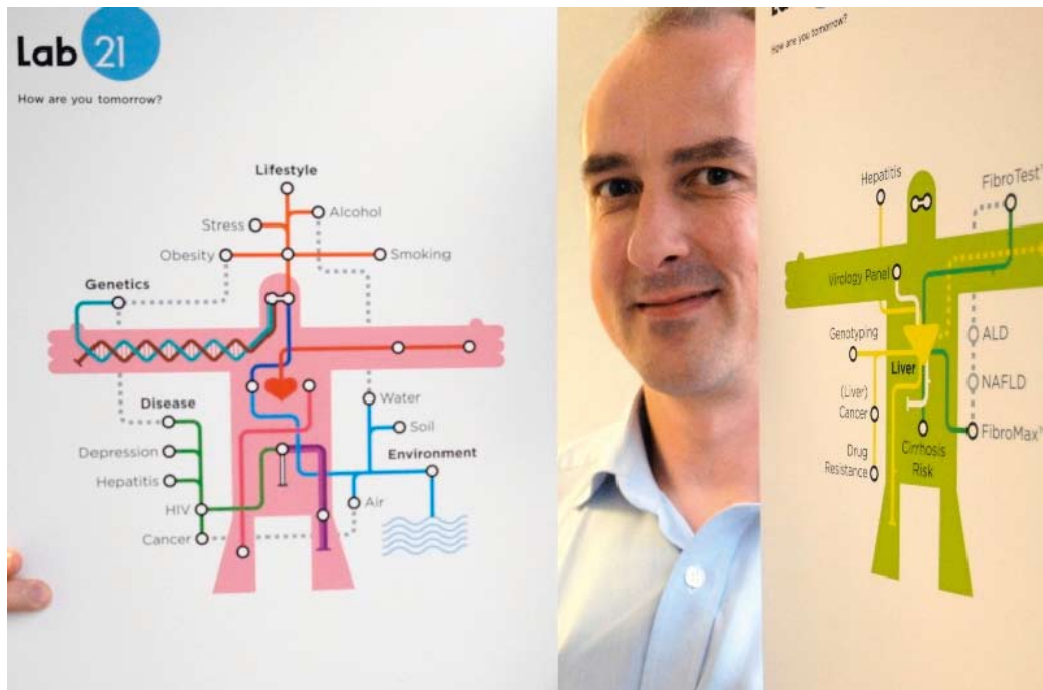
## SILK PEARCE PROMOTES LAB21 AS A NEW FORCE IN GLOBAL HEALTHCARE

**PRESS RELEASE 26 AUGUST 2008**

Cambridge-based Lab21 has brought in Silk Pearce to advise on and roll-out a complete brand overhaul and to help build its profile as a worldwide leader in healthcare and environmental diagnostics. All the company's products and services, which are designed to protect people from developing disease or from the health risks of environmental pollutants, are being brought together under two divisions: healthcare and environmental. The tagline "How are you tomorrow?" is being used as a constant reminder of Lab21's core proposition that prevention is always better than cure.

Silk Pearce's design work will refresh the look and feel of every aspect of Lab21's business and will see a number of acquired companies, including MTI Diagnostics, Newmarket Laboratories and NPTEch Ltd, being fully integrated under the Lab21 brand. The work programme includes corporate and product branding, as well as developing new literature, exhibition materials, advertising, packaging and websites. The consultancy has also created a flexible brand architecture that can be easily adapted to accommodate new products and services as Lab21 continues investing in its current 'buy and build' strategy to develop its product portfolio, market share and global sales.

Lab21's rebrand uses an eye-catching, futuristic and friendly design style to more clearly illustrate links between the company's products and services and to set it apart from traditional, science-based

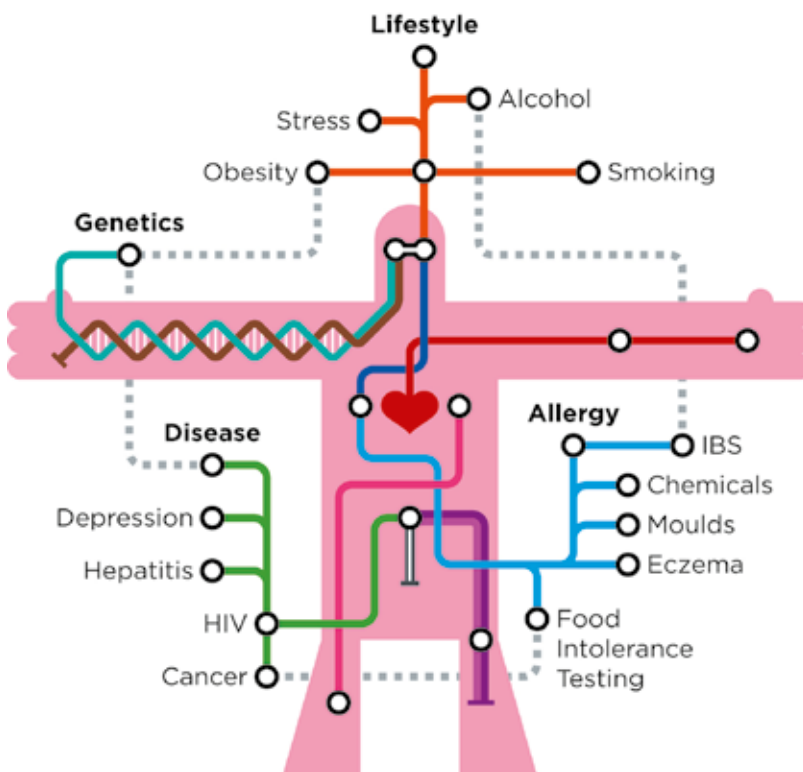


**Graham Mullis, CEO of Lab21**



organisations. The visual identity for the healthcare division uses a series of 'tube maps' within the outline of a man with the stations and junctions being used to emphasise the connections between genetics, lifestyle choices and disease in determining our future healthcare needs. Whereas Lab21 Environmental uses icons of factory buildings, construction equipment, fish and leaves to help communicate the company's extensive offering for testing of heavy metal contamination in soil and water. The imagery will be central to all future promotional items and campaigns.

"Silk Pearce's brand audit, communications advice and design work has helped us to fit our existing business streams together under two major divisions but is flexible enough to allow fast integration of future acquisitions under the Lab21 brand. The design team has also generated the perfect corporate line for our business – it expresses our ambition, appeals to all markets and sets us apart from traditional companies seen in the diagnostics sector," said Graham Mullis, CEO of Lab21.



**Silk Pearce has created a series of striking 'tube map' images for Lab21**

"Silk Pearce's brand audit, communications advice and design work has helped us to fit our existing business streams together under two major divisions but is flexible enough to allow fast integration of future acquisitions under the Lab21 brand. The design team has also generated the perfect corporate strapline for our business: 'How are you tomorrow?' expresses our ambition, appeals to all markets and sets us apart from traditional companies seen in the diagnostics sector," said Graham Mullis, CEO of Lab21.





“Lab21 is set to become a future leader in the increasingly important area of preventative diagnostics and personalised medicine but its brand identity and communications materials have not kept pace with the company’s recent expansion and new direction. With the re-brand we wanted to create a distinctive, visionary look that can be rolled out as new materials are required but can also evolve as new divisions, products or services are acquired or created as part of Lab21’s expansion strategy,” said Jack Pearce, joint creative director at Silk Pearce.

## **ABOUT LAB21 GROUP**

Lab21 is a global provider of state-of-the-art diagnostic products and services, supporting drug discovery, healthcare and environmental monitoring. Its customers include healthcare providers, pharmaceutical and biotechnology companies, in addition to organisations that need to monitor their impact on the environment.

The company has a growing test portfolio providing companion diagnostics and high technology assays for the growing integration of personalised medicine into healthcare. These services are specialised currently in infectious diseases, oncology and pharmacogenetics with emerging interests in cardiovascular and metabolic disease.

Lab21’s environmental monitoring business specialises in the detection of heavy metal contamination in soil and water. Its products provide information to help organisations take action to reduce pollution globally and to protect the water supply of millions of people globally.

Lab21’s clinical reference laboratory and corporate office is based in Cambridge and employs 48 people. The company’s investors include Merlin Biosciences and Kreos Capital. For further information please visit [www.lab-21.com](http://www.lab-21.com)

For additional information please contact:

**SIMON MCKAY**

*Telephone* 01353 741075

*Email* [simon@silkpearce.com](mailto:simon@silkpearce.com)

