

## SYRRIS FINDS PERFECT CHEMISTRY IN SILK PEARCE

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Syrris, one of the fastest growing names in laboratory equipment for R&D chemists, is rolling out a complete brand refresh in a bid to boost global sales for its market-winning products. The company's modular reactor systems are already widely used in many of the world's top pharmaceutical research laboratories to help speed up the number of new chemical structures generated for further investigation as potential drug candidates and to optimise production processes.

Brand consultancy Silk Pearce was brought in by Syrris to bring a more integrated, family feel to the company's external communications. The aim being to develop stronger visual links between existing product ranges under the Syrris corporate brand and to design a brand identity that would better reflect the company's total offer, market-leading position and global aspirations. Syrris offers R&D chemists a toolkit of modular products to improve productivity and are designed to expand as their requirements change; building blocks can be joined together to produce systems capable of generating small to commercial-scale quantities and can be operated manually or under complete PC control.

Silk Pearce's striking new corporate logo (see below) was designed to illustrate progress and flow and to reflect Syrris's key proposition of providing easy to use, flexible and scalable systems. Although



Silk Pearce designer Harvey Lyon with new Syrris brochures





the logo itself never changes the core ribbon device can be unravelled and reformed into different shapes and devices, just as products can be adapted and reconfigured to meet changing customer needs. The logo is part of a visual identity refresh for Syrris including new typography and a pallet of corporate colours that will be applied across all external communications over the coming months. The company's printed brochures and user manuals, splash screens on software programmes, website and stationery for its UK HQ and two US offices are all set to change.

## **ABOUT SYRRIS**

Established in 2001, Syrris Limited is one of the fastest growing science SMEs in the UK employing 20 scientists at its facility in Royston (near Cambridge). Founders Mark Gilligan and Richard Gray come from a background of developing automation products for chemists at companies such as The Technology Partnership (TTP) and Mettler Toledo Automated Chemistry.

Syrris specialise in flow reactors for R&D chemists including: FRX, a low cost flow chemistry system and Africa (Automated Flow Reaction Incubation and Control Apparatus), a modular system for library synthesis, aqueous work-up and reaction optimization that will ultimately reduce the time taken to develop, synthesize, screen and review a chemical entity, thus vastly speeding up the drug discovery process.

Syrris also develops more general productivity tools for chemists such as the Lara Controlled Lab Reactor system and the Coflux Calorimeter. Syrris has additionally recently launched the new Atlas automated chemistry system.

In recognition of its technological achievements, Syrris has been awarded a prestigious UK DTI SMART Exceptional Grant. Syrris has also won a significant DTi MNT (Micro and Nano Technology) award which is being used to establish a new subsidiary called The Dolomite Centre Ltd. This new company is focused on design and fabrication of Microfluidic devices for a wide range of applications.

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