

## BICO company Biosero launches GoSimple™, a standardized automation-ready workcell with selected instruments from Sartorius and Becton, Dickinson and Company (BD)

**Biosero, part of the BICO Group and a leader in lab automation, will launch the GoSimple workcell at SLAS 2026 (February 7–11, Boston, US). GoSimple is a standardized, automation-ready workcell designed to simplify workflows, reduce hands-on time, increase sample throughput, and enable extended lab operations. GoSimple is initially launched with selected instruments from Sartorius and Becton, Dickinson and Company (BD), with potential for additional collaborations in the future.**

### **GoSimple: standardized, automation-ready workcells for rapid lab automation**

GoSimple's pre-configured benchtop automation solution enables rapid deployment and supports high-throughput applications such as quantification, analyte screening, clone screening, and cell line development. Integrated with Biosero's Green Button Go<sup>®</sup> Scheduler software, GoSimple is designed to enhance efficiency, reduce manual effort, and minimize errors.

*"GoSimple makes it easier for labs to deploy automation, mainly by significantly reducing complexity. This will enable labs to lower costs per result, increase throughput, and shorten time to decision without adding headcount" says Fraser McLeod, Managing Director at Biosero.*

### **GoSimple is initially launched with selected instruments from Sartorius and Becton, Dickinson and Company (BD)**

The first release of the GoSimple workcell features selected instruments from both Becton, Dickinson and Company and Sartorius. Additional collaborations may be added over time, including expanded work with existing companies as well as new ones. Sartorius and Becton, Dickinson and Company will promote GoSimple alongside their instruments and recommend the solution. This approach strengthens market adoption with the aim to position GoSimple as a preferred automation-ready solution across multiple workcells.

**Sartorius:** the collaboration is centered around the GoSimple workcell integrated with the Sartorius Octet<sup>®</sup> BLI platform enabling labs to analyze thousands of samples with minimal manual intervention, driving efficiency and scalability.

*"This partnership with Biosero brings together the best of two worlds: the leading biolayer interferometry platform and a trusted provider of lab automation," says Nilshad Salim, Global Product Manager at Sartorius. "Octet<sup>®</sup> BLI systems are already designed for walk-away operation, with high throughput capacity and a fluidics free architecture that reduces manual intervention. Together, we are providing a straightforward way to further scale data generation and enhance reproducibility."*

For more information: <https://biosero.com/products/gosimple-workcells/gosimple-workcell-for-the-sartorius-octet/>

**Becton, Dickinson and Company (BD):** the collaboration are centered around the GoSimple workcell integrated with BD FACSLytic™ Flow Cytometry System and BD FACSymphony™ Cell Analyzers delivering a ready-to-run workcell for rapid deployment and ease of use.

For more information: <https://biosero.com/products/gosimple-workcells/gosimple-workcell-for-the-bd-facslytic/>

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**About BICO**

**BICO** is a lab automation partner and provider of selected workflows to pharma and biotech. With 48,000+ instruments installed in over 65 countries, BICO products, software, and solutions are found in more than 3,500 laboratories, including the world's top 20 pharmaceutical companies, and have been cited in over 10,900 publications. Operating through two business areas – Lab Automation and Life Science Solutions – BICO strives towards the vision to enable and automate the life science lab of the future. BICO is listed on Mid-Cap, Nasdaq Stockholm under BICO. [www.bico.com](http://www.bico.com)

**About Biosero**

Biosero, a member of the BICO group, develops science-centric software and laboratory automation solutions that enable researchers to orchestrate their discoveries at every stage. Biosero's Green Button Go® Scheduler software and integration services match laboratory automation to science, creating a cohesive technology ecosystem that accelerates operations and increases productivity.

Additionally, Green Button Go Orchestrator applications provide an end-to-end laboratory management solution, directing workflows and operations in life science, biotechnology, pharmaceutical, and diagnostic research. Biosero is passionate about partnering with organizations dedicated to enhancing life by addressing the world's most significant needs.

For more information, please visit [www.biosero.com](http://www.biosero.com).

**PRESS RELEASE**

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**Image Attachments**

[GoSimple BD FACSLytic](#)

[GoSimple Sartorius Octet](#)

**Attachments**

[BICO company Biosero launches GoSimple™, a standardized automation-ready workcell with selected instruments from Sartorius and Becton, Dickinson and Company \(BD\)](#)