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Genovis switches to pure direct sales of all products in the US

Genovis is switching to direct sales in the US in 2014 and as of today full customer support is available during US business hours. The company is represented in the US by John M. Lindsay, VP of Sales and Marketing North America and Philip Onigman, Director of Technical Marketing.

“Our products are unique and have gained acceptance in the market over the past two years, so it is strategically important to have a presence and maintain direct relationships with key customers and Key Opinion Leaders (KOL). The distributors have been an asset to Genovis in the initial commercialization phase. The transition to direct sales will enable us to make better use of our resources and be more effective in the sales process, which benefits both Genovis and our customers,” says Sarah Fredriksson, CEO Genovis.

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ABOUT GENOVIS

Genovis' business concept is to develop, produce and market innovative technologies that facilitate and enable development of new treatment methods and diagnostics for customers in the medical device and pharmaceutical industries. The Group consists of Genovis AB and the subsidiary GeccoDots AB. Genovis develops and sells unique enzymes (protein engineering portfolio) in innovative product formats that facilitate development and quality control of biological drugs. GeccoDots uses nanotechnology to produce a new type of contrast agent that is used in medical imaging.

Genovis shares are listed on NASDAQ OMX First North, and Thenberg Fondkommission is Certified Adviser for the Company, t: +46 (0)31-745 50 00