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Insplorion: New distributor for Australia and New Zealand

ATA Scientific is Insplorion's new distributor in Australia and New Zealand. ATA has for 25 years provided the Australia and New Zealand markets with analytical and scientific instruments. Products range from particle size and chromatography to surface analysis such as Quartz Crystal Microbalance (QCM). Insplorion's newly launched Instrument Acoulyte and its ability dock with a QCM is the main reason for why this collaboration is initiated now.

Parts of the Insplorion team have worked with the ATA Scientific in past times. It was however due to the response from Australian QCM users on the recent Insplorion Acoulyte launch that actualized the dialogue. The possibility to sell the Acoulyte to existing QCM users as well as to sell Acoulyte in combination with QCM to new customers fit well with the experience and network that ATA Scientific has.

“Bryn and his team have proven a track record that we are well aware of since the time when I was in charge of distributors at Q-Sense almost ten years ago. I am very glad that we will work together with ATA again as they are the best fit for our instrument business on their market”, says Patrik Dahlqvist, CEO at Insplorion.

“It is always a good sign when customers come to us with a need for a new instrument, as it happened with Insplorion Acoulyte. About 15-20 of the existing QCM users should have interest in the Acoulyte and we can now approach new customers with an acoustic and optical combination setup”, says Bryn McDonagh, CEO at ATA Scientific.

Questions are answered by:

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