

## Successful launch of Greiner Bio-One's international webinar series

**Frickenhausen, 29 April 2011 – Greiner Bio-One, a leading technology partner for the diagnostic and pharmaceutical industry, hosted its first web-based live seminar, “Innovative Surfaces for Cell Culture Application” in English language. 160 participants from 25 countries followed the informative lecture of Greiner Bio-One Product Manager Dr. Antje Fuhrmann online. A subsequent interactive chat session was held for the speaker’s response to inquiries posted during the session.**

The webinar involved participants from diverse time zones and started therefore at two different times. After registration via the Greiner Bio-One website, numerous parties from all over the world followed the 30-minute live lecture involving cultivation of cell types on various surfaces by R&D cell culture specialist Fuhrmann. The subsequent Q&A session demonstrated the participants' great interest, highlighting the web audience's widespread endorsement of the event. The first Greiner Bio-One webinar was organised and held in cooperation with the company's U.S. branch in Monroe, North Carolina.

Dr. Günther Knebel, Head of Research and Development at Greiner Bio-One, knows that this kind of event offers numerous advantages: “A webinar opens up new possibilities to showcase new applications and provide customers or other interested parties with information on specific topics – regardless of their geographic location.” For an innovative company like Greiner Bio-One, whose customers include universities, research institutes as well as pharmaceutical and biotech companies from around the world, webinars offer an opportunity to impart know-how to an almost unlimited number of people. Building on the success of this first webinar, the seminar series is to be continued over the course of the year with featured topics on Live Cell Imaging, Enzyme-Linked Immunosorbent Assay, Cryo Preservation and High Content Screening. On conclusion of the live sessions, webinars can be accessed via the company's website.

### **Greiner Bio-One GmbH – BioScience Division**

Greiner Bio-One is specialised in the development, production and distribution of plastic laboratory equipment. The company is technology partner for universities, research institutes and the diagnostic, pharmaceutical and biotechnology industries as well. With the **BioScience division**, Greiner Bio-One ranks among the leading providers of specialised products for the cultivation and analysis of cell and tissue cultures, as well as microplates for high-throughput screening, allowing industry and research most rapid and efficient drug screening. Additionally Greiner Bio-One develops innovative biochip technologies for genotyping. Under the management of Heinz Schmid, the German headquarters of the BioScience division in Frickenhausen (Baden-Württemberg) controls the whole research and development activities in the product ranges Cell Culture, High-Throughput Screening, Biochips and OEM.

Greiner Bio-One GmbH is a division of Greiner Bio-One International AG, based in Kremsmuenster (Austria). Today Greiner Bio-One International AG generates a turnover of 311.3 million Euro. It has over 1,500 employees and operates globally with 20 own subsidiaries and numerous distributors in more than 100 countries.

### **Further information about Greiner Bio-One can be obtained from:**

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