

## Press Release

# New web tool for easy product selection

Hamburg, November 2024

Laboratory products are increasingly being purchased online, but expert advice is often lacking. The Eppendorf online shop addresses this issue by offering a digital product advisor to help potential customers easily find the optimal solution for their specific applications.

This innovative web application provides personalized product recommendations from Eppendorf's liquid handling portfolio by guiding users through a series of simple questions about vessel formats, daily throughput, purity requirements, and more. The "Pipette System Finder" identifies the most suitable micropipettes, dispensers, and automatic pipetting machines, as well as the appropriate tips for their specific applications.

"Our goal with the Pipetting System Finder is to simplify the decision-making process for our customers and ensure they have access to the best liquid handling solutions for their specific needs," said Dr. Andreas Hochberger, SVP Global Marketing at Eppendorf.

The Pipetting System Finder is now available in 15 countries.

For more information, visit [www.eppendorf.link/pipette-finder](https://www.eppendorf.link/pipette-finder) .

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## About Eppendorf Group

Eppendorf is an international leader in the life science industry, developing, producing and distributing equipment, consumables and services that are used in laboratories around the world.

The product portfolio of the divisions Liquid Handling, Consumables, Separation & Instrumentation and Bioprocess includes pipettes, pipette tips, centrifuges, mixers, ULT freezers and bioreactors for cell and gene research. Furthermore, Eppendorf offers a wide range of high-quality consumables. Eppendorf Group reported a total sales figure of 1.08 billion euros for the financial year 2023 while their research and development (R&D) investments amounted to 69 million euros.

Eppendorf products are used in academic and industrial research laboratories, for example in pharmaceutical, biotech, chemical and food companies. Other fields of application for Eppendorf products include clinical and environmental analytical laboratories, forensics and industrial laboratories for process analysis, production and quality assurance.

Eppendorf Group is headquartered in Hamburg, Germany, since 1945 and has production facilities and R&D sites in Europe, Asia and North America. The Group's subsidiaries are spread across 33 countries. Today, the Group has more than 5,000 employees around the world. In their everyday work, all of these employees have one and the same mission, proclaimed by the company's founder: Improving human living conditions.

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