

## **Sigma-Aldrich launches Vetec brand in India**

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Sigma-Aldrich Corporation, a leading life science and high technology company has launched its new Vetec brand product line in India. The Vetec portfolio is aimed at meeting the everyday needs of scientists in India and is comprised of a growing collection of over 400 reliable-quality laboratory reagents, competitively priced to enable their use in routine research.

Vetec, backed by Sigma-Aldrich's industry-leading quality and supply chain excellence, offers customers a strong alternative to the brands that currently serve India's "everyday" research market and includes solvents, buffers, carbohydrates, detergents, inorganic salts and synthetic reagents. The brand is aimed at providing reliable, easy-to-order, readily available products for everyday laboratory use. Supply chain aspects including quality testing, packaging and distribution of Vetec products are handled at the recently commissioned Sigma-Aldrich facilities in Bangalore and Mumbai in India, and Wuxi in China.

"Sigma-Aldrich has been conducting business in India for more than 20 years. Our success will continue to be based upon our capabilities and the ability to customize our offer to meet the demands of the local market," said Mr Jason Apter, Vice President and Managing Director, Asia Pacific. "In October, 2012, the Vetec brand was introduced in China. Its launch in India, and subsequently into other countries in the Asia Pacific region supports our company's strategy of 'international localization'."

According to the company release, Vetec products are thoroughly tested to ensure they meet Sigma-Aldrich quality control standards for integrity, consistency and reliability and come with Certificates of Analysis, MSDS information and spec sheets. Vetec products are in stock and ready to order through the its website, through local sales representatives, or through the authorized distributor network.

Other recent Sigma-Aldrich Asia Pacific initiatives include the substantial expansion of Global Shared Service (GSS) in Bangalore, India and a 20-acre campus in Wuxi, China, which is now fully operational. The company completed a new precursor manufacturing facility in Taiwan to support its SAFC Hitech business.