

A new mobile application van from IKA

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IKA, a global player in the mixing and stirring arena, has announced the launch of a new mobile application van that will showcase some of the latest releases from its product line. The van consists of the latest calorimeters, one of a kind magnetic stirrers and their patented, flagship product LA-1000. It will tour 15 states across the country.

This van is an attempt to try and reach customers in the remote areas of the country, who do not have access to service centers or even the products that they need. They will also be tying up with educational institutions in an effort to educate the students and increase awareness. The van will also act as an on-the-go service center.

Mr Peter Laser, MD, IKA India said, "We have been working on this concept for some time now. This is the result of 5 months of hard work by the entire team. The idea is to increase knowledge and educate our customers along with increasing proximity to the company," He added further, "India is like any other market. People here want updated, cost-efficient quality products."

The center was inaugurated by Mr Rohde, the consul general, Consulate General of the Federal Republic of Germany in Bangalore.