

## Cole-Parmer holds industry connect event at NCR

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Held on July 03, 2015, the Cole-Parmer seminar titled, 'Solutions from Research to Process' offered an exclusive forum for interaction with key customers in Gurgaon and around from leading pharma companies, testing laboratories and research institutes. The experts and senior leaders from the company had a free discussion with lot many representatives from reputed brands such as Baxter, Bureau Veritas, Daiichi, FRAC, Fresenius, Honeywell, Intertek, Jubilant, Pancea, Sunpharma, Lanco, IPFT, and ISRL attended the event.

The company also launched its newly introduced India Catalog 2015-16, during the event that was attended by over 120 persons. While the clients expressed their happiness on being invited for such an interaction, Cole-Parmer management too was appreciative of receiving the positive feedback. There was enthusiastic response to the various technical sessions where experts provided insights into each of the product categories. The highly informative presentations were followed by the question and answer sessions as well. The attendees were also asked to rate the services and their requirements through digital response system. This helped the company in getting the first hand direct information from the clients. The company also had put their key products and hot sellers on the display for the participants to have a look and feel of it.

While addressing the clients, Mr Rakesh Aggarwal, managing director-Asia Pacific, Cole-Parmer said, "After we started independent operations in India, we've been rigorously concentrating on setting up of renewed operations to improve customer experience. We're confident that our customers will be benefited in the coming days."

Few of the clients who spoke to *BioSpectrum* were satisfied with the overall services of Cole-Parmer. They, in particular, talked about high end technology, fast response, customized service for various products. "The company which is known for unique innovative technologies, offers us quick services whenever required," said a customer who has been using the products of Cole-Parmer over a decade now. Another client who belonged to top management of a renowned pharma firm in Gurgaon, mentioned, Cole-Parmer offers excellent application expertise and technical support. The quality is unmatched and we have been hooked to their products since long."

Founded in 1955, Cole-Parmer offers a portfolio of industry-leading brands and private-label products in niche applications to

fulfill important needs in the research and process areas. The business has deep technical expertise across a range of specialty products in the field of fluid handling, test and measurement, electrochemistry and other laboratory products.

As per its top management, the latest event by Cole-Parmer is one of the series of events planned across India.