



Subject: Important announcement on our ready-to-use media range – product brand changes

March 14, 2025

As part of our ongoing integration into the AnalytiChem Group, we are pleased to announce a key update that reflects our commitment to delivering high-quality ready-prepared culture media solutions.

AnalytiChem is uniting the strengths of our three prepared media manufacturers—AnalytiChem Netherlands (formerly BioTrading), Northeast Laboratory Services (NEL), and Cherwell—and create one global brand for our ready-to-use media portfolio: **Redipor (an AnalytiChem brand)**. Redipor, an AnalytiChem brand combines elements of all three legacy companies into a new and fresh product brand as part of AnalytiChem Life Science product portfolio globally.

As part of this transition, we will be harmonising the product branding on our products, with a new logo to better align with the broader AnalytiChem Life Science product family. **The new Redipor logo will begin appearing on all products manufactured from April 18th 2025:**

Old logo:



New logo:



What is Changing:

- The Redipor logo will replace the current BioTrading logo on product labels (see above).
- Certificates of Analysis (CoA), Technical Data Sheets (TDS) and other product related documents of our ready to use media range will feature the new Redipor logo, replacing the existing BioTrading logo (see below).

Old logo:



New logo:



What is NOT changing:

- There are no changes to the materials, formulation, performance, or quality.



- The manufacturing site does not change. We will continue production at our site in Mijdrecht, in line with current quality certifications, accreditations and procedures as today.
- Product part numbers (art.no.) remain unchanged.
- Production and quality protocols remain consistent with current standards.
- The manufacturer name (AnalytiChem Netherlands B.V.) remains the same.

Please note, until current stocks are depleted, you may receive products with a combination of the new Redipor product brand logo and the existing BioTrading product brand logo.

These updates are part of our commitment to improving product identification and aligning with the broader AnalytiChem Life Science portfolio. If you have any questions, please feel free to contact us at support.nl@analytichem.com.

Kind regards,

Ingo te Duits

General Manager

AnalytiChem Netherlands B.V.

