

## Media release

### InSphero's new EU subsidiary opens for business

**Schlieren, Switzerland, November 25, 2013 - After successfully launching its US office in April this year, InSphero has now opened a European sales office in Germany for its customers within the European Union.**

In September 2013 InSphero, a leading supplier of organotypic, biological, in vitro 3D microtissues for highly predictive drug testing based in Switzerland, opened a fully owned subsidiary just over the border in Waldshut, Germany, to cater towards its customers within the European Union. Following the successful launch of the company's US office back in April, the new European branch aims to serve InSphero's growing number of customers from the European Union more effectively and expand its EU business, which has always represented an important target market.

The idea of the subsidiary is to speed up the purchasing process and make it easier for InSphero's customers in the EU. The company's 3D InSight™ microtissues and GravityPLUS™ 3D Cell Culture Kits will now be delivered to customers without customs clearance delays and with lower shipping costs than when microtissues were shipped from the InSphero headquarters in Switzerland.

"Our European customers really appreciate the fact that they are now able to obtain our InSphero 3D cell culture products for their assays within twenty-four hours, without them getting held up at customs," explains Björn Niggemann, Head of Operations at InSphero who is also responsible for export and distribution and since September has successfully been processing shipments through this new channel with his team. "And apart from anything else, customers also stand to benefit from 15-20% lower shipping costs."

On the back of all these advantages for the customer, the new office is bound to boost sales this side of the Atlantic.

To find out more about InSphero visit [www.insphero.com](http://www.insphero.com)

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#### About InSphero

InSphero is a leading supplier of organotypic, biological in vitro 3D microtissues for highly predictive drug testing. The company, headquartered in Zurich, Switzerland, with subsidiaries in the USA and in Germany, currently counts all of the top ten global pharmaceutical and cosmetics companies as customers. InSphero 3D InSight™ Microtissues enable more biologically relevant in vitro applications in efficacy and toxicology. The spin-off company of the Swiss Federal Institute of Technology (ETH) Zurich and the University Zurich has been recognized for its



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scientific and commercial achievements with a number of national and international awards and is also certified to the ISO 9001:2008 standard for its Quality Management System.

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