

Press Release

A-GB-12011

May 7, 2012

Excellence in Science

New corporate claim represents new mission statement

Shimadzu, one of the world leaders in analytical instrumentation and global manufacturer of imaging diagnostics instruments, underlines the company's new self-image with its new claim "Excellence in Science" and thus expresses its brand approach. "Excellence in Science" stands for Shimadzu's scientific and technological know-how to always provide business, research, medicine, and science with the most modern analytical and diagnostic systems ensuring better product, consumer, and patient safety. Numerous world firsts which have become industrial standards today as well as increasingly sensitive measuring methods substantiate this claim.

With its technologies, Shimadzu enables its customers from the most diverse industries as well as in the medical field to develop new products and solutions to promote and protect people's health and lives and to support the protection of the environment worldwide. Since the foundation of the company in 1875, this philosophy has been the driving and innovative force for Shimadzu's product development and business activities.



Figure 1: New corporate claim

For further editorial questions, please contact:
Uta Steeger, Shimadzu Europa GmbH, Albert-Hahn-Str. 6-10, 47269 Duisburg
Tel.: +49 (0) 203-7687-410, e-mail: us@shimadzu.eu

Additional information is available on Shimadzu's website: www.shimadzu.eu

Download is possible via <http://shimadzu.eu/press>

Follow us on twitter: <http://twitter.com/ShimadzuEurope>