

BioTeSys takes off with new website

Esslingen, 2014-10-20, the Nutritional CRO and Test laboratory goes online with a completely restructured website. The three business fields of BioTeSys introduced themselves in a user-friendly design, outlined the product groups of their investigations, and detailed their complementary services. The bilingual web presentation offers companies in the food, cosmetics, and medical devices industries the ability to find information easily and quickly with a full-text live search.

Content and structure line up on the different requirements with which interested parties visit the website: What tests do BioTeSys provide? Which product classes are addressed? What quality standards are met? etc. Announcements of up-coming events, messages on corporate developments and new products or services, as well as self-published scientific articles can be found under "News".

The new page displays photos of the company's laboratory and study site. Great praise to Dr. Roland Wacker and Nicole Schwilk, analytics department employees, who shot most of the pictures; and special thanks to marketing employee Jana Jäger, who has complemented the interdisciplinary team since the start of the year, for design and text. The communications agency, blauzwei, is responsible for graphic design and programming.

BioTeSys invites all customers and all those interested to get to know the Esslinger company from a new perspective.

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