

PRESS RELEASE
FOR IMMEDIATE RELEASE

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Semrock's North American Distribution Partner AVR Optics Expands Territory

Rochester, NY, February 22, 2017 — Due to the warm reception and the continued growth that Semrock is experiencing, they are happy to announce that AVR Optics (www.avr-optics.com) will now be expanding to cover the entirety of the United States and Canada. "AVR Optics has been a great partner supporting our growth in 2016 and has truly become an extension to the Semrock sales support team", says Jim Passalugo, Business Line Director of Semrock. "I'm excited we can now offer their support and expertise throughout the whole of the US and Canada." Founded by a team with deep experience in the Life Science and Analytical Instrumentation markets, AVR Optics is focused on educational institutions and government research labs and brings value to customers through a consultative solutions selling approach.

Customers are invited to receive expert knowledge on Semrock products and order Semrock parts directly from AVR Optics via phone (585.445.7588), fax (585.445.7582), email (sales@avr-optics.com) or web (www.avr-optics.com). Customers are still welcome to place orders on the Semrock website with the assurance that the AVR Optics team is on-hand to offer the same technical support and guidance for your existing and future needs.

About Semrock

Semrock, a unit of IDEX Health & Science, LLC, based in Rochester, NY, manufactures spectrally complex optical filters that set the standard in performance, quality and reliability for the life science, point-of-care, clinical diagnostic, and analytical instrumentation industries. All Semrock optical filters are made with hard-coated sputtered thin-film coatings. Patented products include the BrightLine® fluorescence filters, RazorEdge® Raman spectroscopy filters, StopLine® notch filters, VersaChrome® tunable filters, Polarization bandpass filters, and PulseLine™ femtosecond optics. OEMs and end-users benefit from high volume customized optics as well as a wide selection of standard catalog products available for same day shipment. Orders for Semrock catalog products received by noon (EST) are shipped the same day. Custom sized catalog filters are available in less than a week. Standard catalog products are guaranteed to meet customer needs with a 30-day, no-hassle return policy and covered by a ten-year warranty. Semrock is ITAR registered and certified to the ISO 9001:2008 standard.

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