

**Press Release**

## **Eurofins MWG Operon Launches NGS Shop**

**Global genomics service provider announces debut of next generation sequencing online shop.**

Ebersberg, Germany, February 6th, 2014 - Eurofins MWG Operon, pioneer and key provider of next generation sequencing services (NGS) is proud to announce the launch of its NGS online shop. The arrival of the shop enables customers twenty-four hour access to Eurofins' NGS services which are powered by the industry's top platforms such as Illumina HiSeq and Ion Proton. The NGS online shop is fully integrated in the company's website so customers can directly order a specific service while visiting respective content pages. The shop's straightforward menu and simple layout enable customers easy access to NGS services in just three steps.

The order process has been strongly simplified by Eurofins MWG Operon's concept of predefined NGS service packages, the so-called NGS Favourites. They were created based on many years of experience with next generation sequencing and thousands of successfully completed custom projects. NGS Favourites are optimised for specific applications to ensure premium data quality at an affordable cost, and are available for a variety of applications such as genome, transcriptome, and exome sequencing.

"The NGS online shop fully demonstrates Eurofins MWG Operon's commitment to offering our customers fast and convenient access to outstanding next generation sequencing services", said Bruno Poddevin, Vice President Eurofins MWG Operon and sets another landmark in our approach to convert technical expertise and applicational know-how into easy to use genomic services to the research community.

## **About Eurofins MWG Operon**

Eurofins MWG Operon, a member of the Eurofins Group with facilities in Europe, the United States and Asia, is an internationally leading provider of DNA sequencing services, genotyping services, DNA synthesis products and bioinformatics services for academic and industrial research and applications. As one of the first service providers for next generation sequencing, Eurofins MWG Operon has established profound know-how and proprietary protocols to cover a broad range of applications. The company's strength is its strong customer orientation, fast service, and high quality. For further information, please visit our website at: [eurofinsgenomics.com](http://eurofinsgenomics.com).

### **For further information please contact**

Eurofins MWG Operon

Carola Grimminger

Email: [carolagrimminger@eurofins.com](mailto:carolagrimminger@eurofins.com)

Phone: +49 8092 8289-921

Feldfunk