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## Press Release

FOR IMMEDIATE RELEASE

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## COPAN Launches New Website, Offers an Enhanced User Experience and a Modern New Look



Murrieta, CA – May 19<sup>th</sup>, 2015 – COPAN Diagnostics, a company committed to new innovations and education in the field of preanalytics, launches a newly redesigned website. The website *Copanusa.com* aims to improve COPAN's online brand and features various enhancements visitors to the site will enjoy.

At COPAN, innovation fueled by the power of collaboration, curiosity and determination is at the core of the Company. A more contemporary version of the online brand aims to reflect those values. *“COPAN committed to improving the user experience for our virtual community. The redesign process was framed with our customers in mind, so we implemented several changes based on the voices of many of customers. The main objectives of the site redesign*

*include: an improved user interface, a modernized online brand, and improved accessibility to scientific publications and videos”* stated Gabriela Franco, COPAN Diagnostics Marketing Director.

The new site was produced in partnership with HDMZ, a company with proven success in working with life science, biotech and healthcare companies. The redesign incorporates bold colors and graphics, along with a more intuitive navigation bar. All content can now be found quickly and directly through a site-wide search engine. COPAN's site content is constantly updated with related news, stories, product highlights, featured studies, events and education. By providing frequently updated information, the website invites users to revisit it for current, practical information. *“By better streamlining our content, our visitors seeking information will find their experience is more exciting, informative and intuitive than ever before,”* added Franco.

Visit COPAN's website [www.copanusa.com](http://www.copanusa.com). For more information email [info@copanusa.com](mailto:info@copanusa.com).  
*"We welcome comments and suggestions from the scientific community and all visitors of how we can continue to provide content of interest and value"* concluded Franco.

*About COPAN Group*

*With a reputation for innovation in preanalytics, COPAN is the leading manufacturer of collection and transport systems in the world. COPAN offers a complete range of microbial sampling products used for traditional culture analysis and molecular diagnostic assays. For more information, visit [www.copanusa.com](http://www.copanusa.com).*