

**PRESS RELEASE****26<sup>th</sup> October 2010****MICROSCOPIX REBRANDS**

To underpin its position as a significant supplier and repairer of rigid endoscopes, Microscopix Limited has undergone a radical rebranding exercise.

Showcasing their wide product range and repair capabilities, the Hertfordshire based company has developed a new website, a product catalogue and associated marketing materials.

Launched today, the new logo and marketing collateral have been designed to reflect their enduring corporate values of quality, integrity and innovation.

Microscopix supplies world-class rigid endoscopes and associated instrumentation. The products are manufactured by their associates in Germany and are uniquely supported by their dedicated UK based technical facility.

To meet customer demand, many of their new developments are collaborative efforts, using their technical expertise to solve clinical challenges.

In addition to its product offering, Microscopix also provides an economical, value-added repair and maintenance solution, maximising the life of rigid endoscope inventories, regardless of manufacturer.

Microscopix' reputation for integrity and great service has been earned from instilling trust and confidence in their customers by delivering tried and tested solutions over many years.

Sales and Marketing Director, Amy Hollingsworth, stated:

*"Our record performance over the past few years has led us to revitalise our brand image to complement our rightful position as a major supplier of rigid endoscopy instruments. The whole company is delighted and proud to have reached this juncture and we look forward to continuing our excellent relationships with existing, and prospective, customers"*

**Microscopix supplies and repairs rigid endoscopes, equipment and accessories for the medical disciplines of Laparoscopy, Urology. Gynaecology, Arthroscopy and ENT.**

**For more information, please view the website at [www.microscopixlimited.co.uk](http://www.microscopixlimited.co.uk) or contact Sharon Brown, Marketing Manager, on 01992 621938 or via email at [sharonbrown@microscopixlimited.co.uk](mailto:sharonbrown@microscopixlimited.co.uk)**

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