



## Upscience, a new identity for InVivo Labs which expresses both its expertise and the acceleration of its international development

*InVivo Labs announces its new identity today. It will become Upscience on 3 July 2017. This new brand embodies the international development momentum initiated by the network of analysis laboratories since 2014. It also positions the company as an expert in its field through an extensive, innovative, and individualised range of analysis.*

### **A reliable, customer focus and innovative brand**

French market leader in animal feed analysis, Upscience analysis laboratories have gradually extended their expertise to other fields.

Upscience now offers an extensive range of physical chemistry, microbiology, and molecular biology analyses for a series of stakeholders in various fields of activity: animal and human nutrition, agri-food industry, environment and nutraceuticals.

Upscience analysis laboratories are equipped with state-of-the-art technologies and benefit from a strong R&D organisation to develop standardised or tailor-made solutions in order to meet the changing needs of their customers as well as new market challenges: food safety, increased traceability requirements, faster analysis (PCR or infrared technologies), development of customised analyses, and guaranteed reliability of results through homogeneous methodology and analysis standards implemented at world level.

The Upscience identity embodies the values of innovation, proximity and customer intimacy, which differentiate the company on the analysis laboratory market.

### **A global ambition for local and international companies**

The Upscience organisation includes 300 experts, engineers, and technicians worldwide. This network enables Upscience to effectively support its local and international customers in their development through an extensive and innovative range of analysis.

Upscience has accelerated its international development since 2014 and now has analysis laboratories in France, Brazil, Vietnam, and more recently in Italy (2016). Acquisition projects are also being studied in several of the company's key markets (including Latin America and Asia).

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**About Upscience:** *Upscience (InVivo Labs until 3 July 2017), is an independent subsidiary of Neovia, that operates in the analysis laboratory business. It benefits from three high-level laboratories in France and from a network of laboratories abroad (Vietnam, Brazil, and Italy) that is rapidly developing. Upscience employs over 300 people in France and abroad. [www.ups-science-labs.com](http://www.ups-science-labs.com)*

**About Neovia:** *the company has a turnover of 1.6 billion Euros and operates in seven business lines: complete feed, aquaculture, pet care, premix/ firm services, additives & ingredients, animal health, and analysis laboratories. It has 72 production sites and 7,700 employees in 28 countries. [www.neovia-group.com](http://www.neovia-group.com)*