

# Fifteen years in the Asian market – Lab Asia

Lab Asia, launched in 1994, extended the portfolio of International Labmate Ltd (ILM) and set about with a clear purpose to produce a no nonsense product orientated journal to be distributed free of charge to South Asia and Australia. Advertisers were able to enter markets that had been previously inaccessible and readers were exposed to products that they had not read about before. The two 1994 launch year issues followed an A4 format consisting almost solely of advertisement cards with very few press releases and just one piece of editorial on Pittcon. However, this format seemed to be effective – over 4000 sales leads were produced for the second and last issue of 1994 for those companies that advertised their products.

In 1995 Lab Asia had its first full year of publishing. A total of five issues were produced: two in A3, two in A4 and a directory of suppliers buyers' guide that was distributed for the first time at major laboratory exhibitions throughout the Pacific Rim. By May 1995 Lab Asia's readership was approaching 20,000 and expanding rapidly. By the latter half of 1995 the advertising card format was giving way to a more reader friendly approach containing product press releases and analytical articles' as is the style today.

As Lab Asia was closing it's first full year of publishing, Singapore was recognised as a key player in the growth of sales of laboratory equipment. Lab Asia attended the CIA Exhibition held in Singapore in late 1995 to explore this market further - a show that Lab Asia still attends today, and Lab Asia's presence at exhibitions continued to rise from this point: Micronex China, Intersis Korea, SIS Japan, to name a few.

Lab Asia is now recognised as the leading scientific journal targeting Central, South East Asia, Australia and New Zealand. These offer unrivalled technical insight, news and purchasing guidance to key decision makers and buyers, and inform scientists of the latest laboratory based products available as they hit the market.

While much effort was focussed on ensuring Lab Asia's success as a market leader, ILM was also concentrating its energies on building up a solid and well-respected reputation for its support of local sports teams and events. This sponsorship activity continues today and Michael Pattison, ILM Publisher, is an avid follower of all the teams and individuals progress. This support and funding has helped many achieve their goals and attain excellence in their respective fields.



# Giving somet

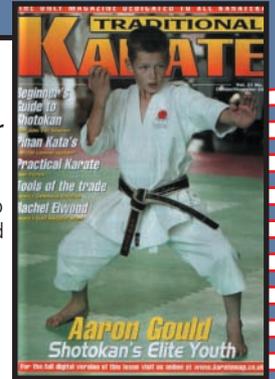
## Aaron Gould

Sixteen-year old karate champion Aaron Gould has taken the karate world by storm and dominated the major Shotokan tournaments for the last few years. Competing from the age of eight, he was in the black belt category by the age of 10. Michelle Gould, Aarons mother, said: **"Aaron has now moved up to the Cadet/adult category which is a huge step for any competitor. He has handled it well and won both cadet kata at the legend open and adult kata and adult team kata at the shotokan shield."**



Aaron has benefited from ILM sponsorship for the last four years. The funding allows Aaron to receive weekly and private lessons, attend courses, pay for licence and competition entries and cover travel expenses and accommodation while competing. **"Without this support from International Labmate Aaron would not have been able to continue training...let alone competing"**, said Michelle.

Aaron, having had a short break from training and competing whilst studying for and taking his GSCE's, is now back in training for the next competitions due to take place in September/October time.



## UNA

Using the International Labmate Kit Bags, v UNA football team in Veldhoven, Netherlands, just started the new season. After winning their league two seasons ago, immediately followed by a second place the following year, the team is now hungry for another prize.

This will not be so easy given the fact the team has lost two main players due to severe injuries and these key players, both strikers, were forced to give up their football career.

International Labmate also has a sponsorship board around the pitch of the football club.



## Old Albanian RFC (OA)



Old Albanian RFC (OA) base 'Woollams', situated in St Albans, has already established its reputation as the finest amateur sporting venue in the land, and has recently been chosen by Saracens as its training base for the next 10 years. ILM has been their main club and bar sponsor for many years. In addition to the annual sponsorship funding, in 2002 Michael was also the proud sponsor at the opening day of the Woollams grounds - acknowledged as the largest sporting development in Europe during its construction. Michael donated a generous amount for the club's new pavilion to be built and this day marked the opening of their new state-of-the-art facilities to kick off a new era in the club's history.

Woollams in many ways has become the centre of the local community but the essence of OA's appeal, however, remains the marvellous game of rugby, which is made available to men, women, boys and girls of all ages and abilities. The Club's mens' First XV has completed its seventh successive season in what is now known as National 3 South, widely regarded as one of the most competitive around, and the women made a serious

challenge for honours in National Two last season where players with World Cup experience were often lined up against them.

There is no doubt that success at the senior level serves to inspire the remaining teams and in 2009/10 'The Woollams' Men' shall be running 6 senior mens' teams and 2 senior womens', a Development squad, 2 Colts teams and a more recently formed girls' squad.

Underpinning the confidence of being able to push on as a club is the booming Mini and Junior section. At 700 strong, and rising, 'they don't come much bigger' and it is a source of satisfaction that OA Rugby appears to be the first choice for a lot of discerning parents as the introduction to competitive, team sport for their offspring, played always in the right spirit with a respect for all involved.

The Club has produced many players who have won representative honours whilst with them, including Barbarians (and ex Saracens), Gregg Botterman, and Darragh O'Mahoney and also Steve Pope. Special notice goes to Geoff Probyn, who started his illustrious rugby career at OA's and, Welsh International Paul Turner who played regularly in OA hoops before finally hanging up his boots to concentrate on his coaching career. OA Saints, the womens' squad, currently boasts 3 internationals, Sarah McKenna (England 'A', England u/20), Karina Page (England 'A', U/19) and Nadia Dickinson (Italy).

In addition to OA Rugby, ILM also sponsor the Old Albanian Cricket Club who enjoy the use of some of the finest amateur cricket facilities in the country at Woollams.

# hing back...

## Chiltern Region Petanque



At the end of 2008 representatives of the Chiltern Region Petanque Committee met with Michael Pattison, ILM Publisher, who confirmed his continued financial support for the sport for 2009 and to date there have been many new success stories.

Following a group of matches across the country two Chiltern Region ladies triples teams finished in the top eight in the country.

In the Euro Cup for Clubs tournament run by the CEP (Confederation Europeenne de Petanque) a team from the Chiltern Region won the English competition and went on to host a team from the Netherlands and Slovenia for a weekend in August. Alan Brockett, added: "After a very close weekend at which a very high quality of Petanque was played the winners were the Netherlands who will now play in another European Round."

A Chiltern team also represented England in the Home Nations tournament in Swansea against Wales and Scotland later in August, with one of their juniors taking part in the same tournament.

The popularity of the sport with new up-and-coming young players is also growing as Alan Brockett explained that the most exciting thing in the Region is that their junior team of four players will represent England in the World Junior Championships in Tunisia in October.

The second Petanque in the Park tournament, held on 8th August and backed by ILM, was very successful. **Alan Brockett, Chiltern Region Secretary, said: "We, in the Chiltern Region, are extremely thankful for the continued support that Michael Pattinson and ILM give us. The sponsorship enables us to assist in the travel expense and the like that players who represent their Country are naturally faced with, particularly the junior players. The sponsorship also helps towards the team kit that we require when we play in the interregional competition later this year when we hope to successfully defend our top positions."**

The Chiltern Region Petanque team encompasses Hertfordshire, Bedfordshire and Buckinghamshire, and is part of the English Petanque Association (EPA).



## Park Street Village FC (PSV)



ILM signed a sponsorship deal for Park Street Village FC (PSV) for the 2007/8 season and have been supporting the team ever since. PSV are now entering their fourth year in the Herts County Premier Division and have consistently been challenging for the top spot on the previous three occasions. Recent successes include winners of the Aubrey Cup in the 2007/08 season and finalists in the prestigious Anagrams Trophy in 2009. PSV performances have also seen recognition for individual players being selected for the County Representative Team.

The club is also making big strides off the pitch by successfully upgrading their home ground to the league standard. As from 19th September 2009, PSV now play home games at Park Street Recreation Ground.



## Saracens Sport Foundation



The winners, Crabtree School with Saracens and England captain, Steve Borthwick.

### Tag Rugby programme success

ILM are keen supporters of young people in the community and have particular involvement in the Saracens Sport Foundation Tag Rugby Programme. This Hertfordshire wide programme aims to get as many primary schools as possible delivering tag rugby to its pupils, giving them the opportunity to compete against other schools within their School Sports Partnership. This year numbers were up with over 350 schools from Hertfordshire, North London and Luton participating in one of 13 district tag rugby festivals running from January to July. The programme culminated with the Grand Finals Day, which was held at Old Albanian Rugby Club on 1st July 2009. The event was sponsored by ILM, who generously donated beautiful trophies to the winning team, Crabtree School from Harpenden, and the runner up, Garden Fields School from St Albans.

Gordon Banks, Community Director, added: "More importantly than the winning it provides us with an opportunity to celebrate the participation of over 3,500 children in what is a wonderful sport. **Once again we thank Michael and all at International Labmate for their valuable support."**

The Saracens Sport Foundation was established in 2000 to develop grassroots sport and enhance the lives of children and young people through physical activity, it benefits from the use of Saracens players and trained staff to inspire and motivate children through quality programmes. Gordon Banks commented: **"The continued support of International Labmate over recent years has enabled the Saracens Sport Foundation to provide quality sporting opportunities for children within the St Albans and surrounding areas."**

ILM is proud to have sponsored the Saracens Rugby Club as one of the clubs Official Club Partners for a number of years. Saracens compete in the Guinness Premiership at the top level of domestic rugby union in England and ILM sponsors the first and last match of the season. Saracens Ltd now have their offices at Kingsley House in St Albans, owned by ILM.



Crabtree player in the final.

# Supporting us ov

## Astell – Good relations

Lab Asia has formed an important part of Astell's marketing for almost 15 years, along with Labmate UK & Ireland and International Labmate.

Manufacturing autoclaves and sterilisers, Lab Asia has always proved an excellent medium for marketing our products directly to those who are most important to us – our customers.

With essential subjects being covered along with up to date product information, Lab Asia is perfect for all lab users from technicians through to those making buying decisions.

The quality of the publication, both in terms of readability and general interest, has ensured our lasting relationship with Lab Asia and we wish them a very Happy 15th Birthday!

Astell



**THE AUTOCLAVE FOR THE 21ST CENTURY!**  
THE PROGRAMMABLE SWIFTLÖCK AUTOCLAVE

**CARD No. 19**  
It has had 15 years of successful operation since its Model Range No. 19

**Astell Scientific Ltd.**  
Powerscourt Drive,  
Sullis,  
Farn, DA14 2JZ  
Tel: +44 (0) 181 300 4311  
Fax: +44 (0) 181 300 2247

**QUALITY ASSURED**

- ✓ DURING MANUFACTURE
- ✓ DURING USE
- ✓ DURING SERVICE

**THE AUTOCLAVE FOR THE 21st CENTURY!**  
THE PROGRAMMABLE SWIFTLÖCK AUTOCLAVE

The Astell Programmable Swiftlock is the most complete and advanced autoclave in the world, available in 10 litre and 20 litre versions. The microprocessor controlled model can be set up to 2.2 bar gauge, which is suitable for all applications. It has a large range of programmes, a large range of accessories and a large range of options. It is also available in a range of finishes and is available in a range of sizes.

- ✓ FAST HEAT PROOFING
- ✓ SINGLE CYCLE AND DUAL CYCLE MODES
- ✓ SIMPLE PROGRAM SELECTION
- ✓ ACCESS FROM TOP TO 200 LITRES
- ✓ SECURE AND ELECTRICALLY LOCKED

**Astell Scientific Ltd**  
Powerscourt Drive, Sullis, Farn, DA14 2JZ  
Tel: 0181 300 4311  
Fax: 0181 300 2247

## Bellingham + Stanley - the only choice for quality assured measurement

The Directors and staff of Bellingham + Stanley wish the International Labmate Group congratulations as they celebrate Lab Asia's fifteen years of service to the scientific industry.

United Kingdom based refractometer and polarimeter manufacturer Bellingham + Stanley are themselves in their ninety-fifth year and have been working with ILM Publications through the decades to bring news of innovative instrument design and in more recent years, information pertaining to the validation and verification of instrumentation within the pharmaceutical and chemical sectors.

The latest RFM900 refractometer with Peltier temperature control is the most recent addition to the range. Specifically designed for high accuracy refractive index measurement over a wide working range and with operation in the harshest of environments in mind, it can be considered the only choice for quality assured measurement demanded of a 21st Century laboratory.

We look forward to another fifteen years of working together....



**RFM Refractometers**  
300 series

**Bellingham + Stanley Ltd.**  
England Road, South Farm, Eastleigh, Hampshire, H51 2JZ, UK  
Phone: 01703 333333 Fax: 01703 333333  
Bellingham + Stanley Inc., 3611 Lee Oak Parkway, San Jose, CA 95132, USA  
Phone: 408 251 2222 Fax: 408 251 2222

For more information please see No. 118

## Jenway

Formed in June 1973, Jenway was created to design and manufacture a range of electronic thermometers and probes. The 1980s saw Jenway expand its product range to introduce a broader range of products for the analysis of various scientific parameters. Electrochemistry and optical spectroscopy were two particular areas of specialty and developments made in these areas subsequently included colorimetry, fluorimetry, UV and Visible spectroscopy.

**Throughout the history of Jenway, LabAsia have played a critical part in advertising the Jenway brand. Jenway wish to congratulate all at LabAsia on their 15th anniversary and look forward to another 15 years of working together.**

There are many diverse applications for Jenway products including food manufacturing, medical, pharmaceutical, agricultural, water-testing and educational markets. Many of the products within the Jenway range have a role to play in environmental monitoring. The increasing awareness internationally of environmental pollution has also contributed towards opening up new important areas for Jenway to expand into. Currently, the focus of Jenway is on the development of the existing Jenway products and expansion into related instrumentation, ensuring that the products always meet the most stringent demands set by end users worldwide.

Jenway has recently been incorporated into a new company, Bibby Scientific Ltd, and now stands alongside the product ranges of Techné and Stuart.



**True Versatility...**  
in a Combined pH & Conductivity measurement system

- Two meters in one
- Simultaneous measurement of pH, conductivity and temperature
- Range selection and resolution to 0.001
- Individual / combined use of sensors
- No electrical interference between sensors in the same solution
- RS232 or analogue output

**analytical excellence**

**JENWAY**  
www.jenway.com

Jenway Limited  
Malden Drive  
Malden, Surrey  
Phone: 01251 820120  
Fax: 01251 820122  
Tel: 01251 820180  
Email: sales@jenway.com

