



# Invetech

News

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**Invetech Pty**

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**If you think you know what a customer need is, think again!**

**Invetech Sponsors Innovation Expert Tony Ulwich at the Clinical Lab Expo 2008**

(Melbourne, Australia – 25 July 2008) Invetech, specialists in product development and custom automation for the medical, industrial and consumer markets, presents author Tony Ulwich at the 2008 Clinical Lab Expo, on July 29-31 in Washington DC.

The presentation, "If you Think You Know What A Customer Need is, Think Again," offers companies an opportunity to increase their knowledge in the innovation process in order to better understand customer needs and build more effective strategies to succeed.

The presentation will be held on 29<sup>th</sup> July from 6:00pm to 7:30pm in the Auditorium at Renaissance Marriott Hotel in Washington, D.C.

Invetech's Director of Instrument Design & Development, Andreas Knaack said, "At Invetech we understand the entire journey of innovation, from the earliest conceptual phases to product manufacture. Tony's methodology and approach reinforces our own innovation commitment".

Invetech, developers and contract manufacturers of devices, instruments, consumables and custom automation systems for biomedical applications, will exhibit at AACC on booth 1825. With a focus on strategic innovation, the company delivers innovative product development and custom automation solutions that are as practical as they are marketable.

For more than 25 years Invetech has been at the forefront of breakthrough developments, changing the landscapes of their key markets. The company's disciplined approach, in-house capabilities, knowledge and diverse experience, enables it to translate new ideas into outcomes for clients that deliver growth and commercial success.

As an innovation expert, Ulwich has published many notable works including, "What Customers Want," McGraw-Hill, 2005, Harvard Business Review and Sloan Management Review articles, "The Customer Centered Innovation Map" and "Giving Customers a Fair Hearing."

By embracing a culture of innovation, companies can discover opportunities for growth and develop a visionary strategy to achieve this. By implementing a new methodology for innovation, one that makes innovation a lean, linear and predictable business process, companies can cut development costs and deliver the products customers *really* want.



For more information about Invetech's innovative instrument development and custom automation services, please contact Invetech on [information@invetech.us](mailto:information@invetech.us), visit the website [www.invetech.us](http://www.invetech.us), or phone East Coast US: +1 203 675 4502, West Coast US: +1 415 533 1958.

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**About Invetech's Instrumentation and Custom Automation services:**

For more than 25 years Invetech has been at the forefront of new product development and custom automation. With experience drawn from over 5,000 projects, Invetech delivers global contract design and development, contract instrument manufacturing and custom automation services to a range of market sectors including FMCG, Cleantech, life sciences, drug discovery and pharmaceutical companies, in addition to 7 of the world's top 10 clinical diagnostic companies.

Invetech combines its integrated in-house capabilities, specialist knowledge and diverse experience to deliver better solutions, in the shortest possible time and with less risk, to its client base of start-ups through to multinationals. Its commercial focus, responsive and flexible approach, and unbiased solutions, means clients get the best outcome with the aim of commercial success.

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