

## News Release

# Lonza Launches New Bioscience Website

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Lonza Bioscience is inviting visitors to explore its new dedicated website: [bioscience.lonza.com](http://bioscience.lonza.com).

Filled with detailed application and product information, the website has been designed to support the work of scientists across the bioresearch, drug discovery and pharmaceutical manufacturing fields. Not only is the new website user friendly and mobile optimized, but it also offers ecommerce functionality, including punch-out capability and mass ordering via upload of Excel files.

The new Lonza Bioscience website is easy to navigate and features an enhanced search bar with autocomplete suggestions, making it quicker for customers to find the desired information. For extra ease of reference, registered users can bookmark pages to the "Favorites" section in their account.

Comprehensive product pages contain a wealth of useful information, including scientific data, product instructions, data sheets and educational materials like white papers and webinars, as well as links to other related products. These pages offer scientists a valuable educational resource beyond simply providing product information.

Visitors can enjoy a more personalized experience with country recognition, which means that prices are automatically shown in the correct currency and that Lonza contact details will default to those of the local Customer Service, Scientific Support and Sales representatives. All registered users will also be able to track their orders, download receipts and request repeat orders via the new "My Account" section.

Katrin Hoeck, Head of Marketing Analysis & Testing, Lonza Bioscience, said, "Following an independent survey and a detailed customer journey exercise, the new website has been developed to meet the specific needs of our customers. It offers a more-streamlined user experience, enabling scientists and purchasers to find the information they need more quickly and easily."

More information is available at [bioscience.lonza.com](http://bioscience.lonza.com).

### About Lonza

Lonza is one of the world's leading and most-trusted suppliers to the pharmaceutical, biotech and specialty ingredients markets. As an integrated solutions provider, Lonza is boosting its value creation along and beyond the healthcare continuum with a strong focus on patient healthcare, consumer preventive healthcare and consumer's healthy environment.

Lonza harnesses science and technology to create products that support safer and healthier living and that enhance the overall quality of life. With the recent Capsugel acquisition, Lonza now offers products and services from the custom development and manufacturing of active pharmaceutical ingredients to innovative dosage forms for the pharma and consumer health and nutrition industries.

Benefiting from its regulatory expertise, Lonza is able to transfer its know-how from pharma to hygiene and fast-moving consumer goods all the way to coatings and composites and the preservation and protection of agricultural goods and other natural resources.

Founded in 1897 in the Swiss Alps, Lonza today is a well-respected global company with more than 100 sites and offices and approximately 14,500 full-time employees worldwide. The company generated sales of CHF 5.1 billion in 2017 with a CORE EBITDA of CHF 1.3 billion. Further information can be found at [www.lonza.com](http://www.lonza.com)

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