



Media release

## **DKSH represents TA Instruments' rheology and rubber testing instruments in Thailand**

**DKSH and TA Instruments have signed an agreement covering its wide range of rheology and rubber testing instruments for the Thai market.**

Bangkok, February 4, 2020 – DKSH Business Unit Technology, the leading Market Expansion Services provider for technology companies seeking to grow their business in Asia, has partnered with TA Instruments to promote their leading rheology and rubber testing instruments in Thailand.

TA is the world leader in thermal analysis. Over time, TA has expanded into multiple product areas, including rheology, microcalorimetry, thermal conductivity and diffusivity, dilatometry, rubber testing systems and dynamic mechanical characterization. Under the new agreement, DKSH will provide sales, marketing and after-sales services for TA Instruments' portfolio of rheology and rubber testing. Targeted industries cover polymer, rubber, food, cosmetic, paint, building materials and other related areas.

Jasmine Keller Ooi, Country Manager, South East Asia, TA Instruments stated: "We are happy to partner with DKSH. Their wide access to industry segments, market intelligence and customer-first mindset make them the ideal partner for us. Together with DKSH, we are looking forward to successfully growing the business in Thailand."

Marco Farina, General Manager Business Development, Business Unit Technology, DKSH commented: "TA Instruments has a strong brand recognition and a good reputation for high technology products and quality manufacturing. Leveraging our extensive sales coverage, own center of excellence with product demonstration, application development capabilities and unparalleled after-sales services, we are convinced that we can successfully drive market share and help TA Instrument expand its business in Thailand."

### **About TA Instruments**

TA Instruments reputation for high technology products, quality manufacturing and unbeatable after sales support is why more customers recommend TA products to their colleagues around the world. Headquartered in New Castle, Delaware, USA, TA Instruments prides ourselves in the technical competence and professionalism that our sales force offers. We are the only thermal analysis, rheology, microcalorimetry, and mechanical analysis supplier recognized worldwide for our prompt, courteous and knowledgeable service staff, the hallmark of our company.

### **About DKSH**

DKSH is the leading Market Expansion Services provider with a focus on Asia. The Group helps other companies and brands to grow in the Consumer Goods, Healthcare, Performance Materials and Technology sectors. DKSH's portfolio of services includes sourcing, market insights, marketing and sales, distribution and logistics as well as after-sales services. Publicly listed on the SIX Swiss Exchange, the Group operates in 35 markets with 33,000 specialists, generating net sales of CHF 11.3 billion in 2018. With its Swiss heritage and long business tradition since 1865, DKSH is deeply rooted in Asia Pacific. The DKSH Business Unit Technology offers complete solutions for specialized industrial applications. With around 1,220 specialists, the Business Unit generated net sales of CHF 412.1 million in 2018.

**For further information, please contact:**

#### **DKSH**

Irene Chen  
Director, Group Marketing  
Business Unit Technology  
Phone +886 2 8752 7611  
[irene.yr.chen@dksh.com](mailto:irene.yr.chen@dksh.com)

**Think Asia. Think DKSH.**