



## Press Release

FOR IMMEDIATE RELEASE

Media Contact

Gabriela Powers

Marketing Manager

(800) 216-4016

[Gabriela.powers@copanusa.net](mailto:Gabriela.powers@copanusa.net)

### **Copan Announces the Appointment of Bob Cooper as Vice President of Business Development in the Pacific Rim**



Limerick, Ireland, February 12<sup>th</sup>, 2009 – Copan Innovation Ltd., whose subsidiary Copan Italia S.p.A is the leading manufacturer of collection and transport systems in the world, has named Bob Cooper as its new Vice President of Business Development in the Pacific Rim, as well as appointed Mr. Cooper to the board of directors at Copan Innovation Ltd..

Bob Cooper, who brings a background of twenty five years in senior management positions at several international corporations in healthcare related industries, specifically nine years of experience in high technology laboratory automation, will be responsible for developing and managing a distribution network in the Pacific Rim for Copan's newly launched instrumentation for clinical microbiology. Copan has recently launched a complete line of products under the Copan Automation brand, and Mr. Cooper will

lead the expansion in Asia, Australia and New Zealand. His experience in healthcare includes capital equipment, medical devices and software, intellectual property, licensing of technology, development of strategic alliances and international business, and his experience will facilitate Copan's expansion in the rapidly growing economies in the Pacific Rim.

*"Bob's diversity of experience in the laboratory automation market and his wealth of direct international business experience will be essential to Copan's rapid market*

*penetration in the clinical microbiology automation market'* said Daniele Triva, Copan Innovation Ltd., CEO. *"The launch of the new line of Liquid-Based Microbiology products and the WASP [Walk-Away Specimen Processor] are exciting projects for Copan and it solidifies our commitment to innovation in pre-analytics in clinical microbiology"* added Mr. Triva.

Bob Cooper is the latest addition to Copan's growing team of professionals committed to the success of Copan's new venture, which in recent months have included the appointment of seasoned Business Development Managers in the US and Europe. Cooper's addition to the Copan leadership team, and the breakthrough technology behind the WASP, provide the ideal composition and opportunity for Copan to help laboratories in different parts of the world achieve efficiencies and productivity in microbiology specimen processing, where full automation had not previously existed.

*About the Copan Group*

*With a reputation for innovation in preanalytics, the Copan Group, comprising of Copan Innovation Ltd., Copan Italia, S.p.A., Copan Diagnostics Inc. and MicroRheologics S.r.l., is the leading manufacturer and provider of collection and transport systems in the world. Copan offers a complete range of microbial sampling products used for traditional culture analysis and for molecular diagnostic assays, as well as producing innovations, like the patented Flocked Swabs, Universal Transport Medium and ESwab. The company manufactures a comprehensive line of laboratory consumables comprising of inoculation loops, needles, spreaders and transfer pipettes. Copan has recently launched WASP: Walk-Away Specimen Processor, a new revolutionary system for automatic planting and streaking of microbiology samples. For more information about Copan, visit [www.copaninnovation.com](http://www.copaninnovation.com)*