



H.E.L Group boosts global presence with expansive distribution network

In-region support will help customers achieve their potential

London, UK, 26 August 2021: H.E.L Group (H.E.L), a global developer and manufacturer of innovative laboratory tools for process optimization, safety, and scale-up, today announced the expansion of its global distribution network. The addition of new distributors builds on H.E.L's strategy of providing localized support for customers.

H.E.L is supplementing the growth of their direct sales team around the globe with strategic distribution arrangements that mirror the company's own hub approach to sales, technical and service support. As well as addressing new, or growing, geographies, recent world events have highlighted the benefits of having in-region representation. Key to this has been the [recent appointment](#) of **Brice Oh** as Asia-Pacific Sales Director and also a strengthening of H.E.L's [presence in the US](#) with the establishment of dedicated East-, West- and Central support hubs.

Brice Oh, Asia-Pacific Sales Director at H.E.L Group, commented: "Our new strategic partnerships will be key to empowering our customers to achieve their objectives and provide them with local, on-the-ground support. I am excited to broaden our network and build strong relationships around the world so together we can fulfill our mission to create a healthier, sustainable and safer environment for everyone."

Contact details for H.E.L and their appointed distributors

H.E.L Group Offices	Direct phone	Website
UK & Europe	+44 208-736-0640	www.helgroup.com
US	+1 609-912-1551	www.helgroup.com
Asia-Pacific (Singapore)	+65-972-408-80	www.helgroup.com
China	+86 108-210-1033	www.helchina.com

H.E.L Distributors:	Company	Website
Australia & New Zealand	Scientific Devices	https://scientific-devices.com.au
Bangladesh	Labcom Technology	www.labcomtechnology.com
Eire & Northern Ireland	Particular Sciences	https://particular.ie/
France	Equilabo	https://www.equilabo.com/
India	Skytech	https://www.skytechindia.com/
Japan	IVICRES	https://www.ivicres.com/
Korea	Dasan	http://dasan-syschem.com/
	NeoScience Co.Ltd	http://www.neoscience.co.kr/
Malaysia	Gaia Science	https://www.gaia-science.com.my/
Singapore	Asia Mattelab	http://mattelabasia.com/
	Polaris Science	http://www.polarisscience.com.sg/
Saudi Arabia	National Scientific	https://nsc-ksa.com/
United Arab Emirates	Company (NSC)	
Thailand	Cleverlab Co Ltd	http://www.cleverlab.co.th
	Technovation	http://www.technovation.co.th/

ENDS

Notes to Editors

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About H.E.L. Group www.helgroup.com

H.E.L Group's mission is to work together with chemistry, safety, and biotechnology experts to engineer and unleash the full potential of the scientific community. To this end, H.E.L develops and manufactures innovative scientific instruments and software designed to optimize the efficiency, safety, and productivity of key processes in chemistry and biology applications.

The H.E.L team of 70 includes highly skilled process and software engineers, based at their extensive research and manufacturing facilities in the UK and sales and support offices around the world.

H.E.L has a long history of solving complex challenges for customers. For more than 30 years, the company has worked with businesses and laboratories globally, providing proprietary automated solutions for the pharma, biotechnology, chemical, battery, and petrochemical sectors.

Following significant growth, and with annual revenues exceeding £10 million, the company is extending the reach of its products to support and enable R&D and process optimization further across the US, China, and India.

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