

The ZOTAL Advantage

- **Unmatched experience** - ZOTAL is a recognized leader in the Israeli life sciences market with over two decades of experience
- **Leader in innovation** - unsurpassed track record for introducing numerous cutting-edge technologies to Israeli market
- **Wide scope of customers** - including the national health care system, research centers, technology transfer organizations and incubators, pharmaceutical companies, and more.
- **Focused, highly professional team** - expert resources with in-depth knowledge and academic background in life sciences
- **Established long-term relationships with suppliers** - enable ongoing and dependable product supply and import consolidation
- **Solid Scientific Know-how** - specialized technical team offers ongoing pre- and post-sales support including on-line support and troubleshooting.
- **The Right Products at the Right Time** - extensive warehousing and just-in-time logistics ensure on-time delivery.
- **Certified Supplier** - ZOTAL is accredited by Israel's Ministry of Health, the Veterinary Association, and holds ISO 9001/2000 certification.



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ZOTAL Biologicals &
Instrumentation

ZOTAL

Partner with the Leader



Israel has become a life sciences superpower, both in research and medical services, with the highest per capita concentration of biotech companies in the world. If you're looking to enter or increase your role in Israel's burgeoning life sciences market, be sure to partner with the best.

ZOTAL represents over 20 suppliers of diagnostic instrumentation, biotech equipment and biological reagents, including many of the leading players worldwide. Our long-term partnerships with these industry leaders reflect the value we bring through our unique combination of market experience, scientific knowledge and professional distribution service.

ZOTAL Biologicals &
Instrumentation

Focused Product Portfolio

Our product range encompasses a wide variety of reagents and equipment for the following fields:

- Biological research:
 - Cell biology
 - Molecular biology
 - Functional genomics and proteomics
- In-Vitro Diagnostics
- Assisted Reproductive Technologies (IVF)

Helping Our Suppliers to Increase Revenues

ZOTAL invests continual efforts to promote the companies we represent throughout Israel. Products are promoted through scientific conferences and exhibitions, segmented mail and Web campaigns and academic sponsorships, ensuring that existing and potential customers are always aware of new offerings. Our marketing efforts are driven by an extensive database, mailing list, and delivery system covering the entire country.

We provide represented suppliers with valuable feedback from our customers regarding product performance. We also share our ongoing analysis of emerging trends and anticipated needs in target market segments to support their product development efforts.

Efficient logistical support ensures that our suppliers' products reach their destination in the shortest possible timeframes. Our advanced warehouse and storage facilities, together with our proprietary delivery system, enable "just in time" logistic capabilities for shipments received from suppliers abroad.

The First in Innovation

ZOTAL is all about being first. When it comes to bringing groundbreaking technologies to the Israeli market, our track record speaks for itself:

- Restriction enzymes
- PCR instrumentation using Peltier thermo-electric technology
- Automatic mutation detection systems
- Microarraying robotic systems

"ZOTAL has enabled us to maximize business opportunities in Israel, providing us with a constant and organized stream of orders, efficient logistics and effective marketing support. Their scientific knowledge and market focus facilitates the delivery of new products to the Israel life sciences community."

Laetitia Favereaux, MSc, MBA
European Marketing Manager
Abcam plc

Expert Scientific Team

Each member of our staff - from salesperson to product specialist - has an academic background in life sciences; several members of our scientific support team hold Ph.D. degrees. In addition, all of our professional resources undergo comprehensive training, both in Israel and abroad, to ensure the highest level of service for the products we sell. Suppliers are assured ongoing contact with ZOTAL's product specialists who are designated to promote and sell their products.

To keep abreast of our customers' evolving needs, our team regularly and actively visits life sciences research labs in Israel's academic and health care institutions, as well as R&D labs in the biotech sector. ZOTAL's sponsorship of biweekly "hot topic" seminars held in research institutions enables our team to keep in touch with the latest trends and developments.

Total Support and Superior Service

We take pride in our ability to provide resourceful solutions and comprehensive local support for all the technologies we distribute. Our suppliers can rest assured that every product on every order is backed by our "100% satisfaction guaranteed" commitment.

At ZOTAL, professional service begins before the sale. Working closely with our customers, our product specialists use their expert knowledge to tailor our suppliers' product offerings to each customer's exact requirements. Our highly qualified scientific support team provides knowledgeable pre-and post-sale guidance and assistance, while our technical support department includes engineers specializing in electronics and robotics.

Proven Track Record

ZOTAL's successful track record in introducing innovative technologies to the Israeli market demonstrates its ability to quickly launch new products developed by its suppliers. Every hospital and research center in Israel uses the products distributed and supported by ZOTAL.

Our leadership, knowledge and commitment to Israel's life sciences community is reflected in our extensive customer base. ZOTAL's customers are found throughout Israel's advanced national health care system (hospitals and clinics), universities (laboratories, research facilities, technology transfer organizations) and industry (R&D companies, IVD manufacturers, research institutions, technological incubators, pharmaceuticals).

"We know we can depend on ZOTAL to provide the products we need, when we need them. Their wide range of top-tier products, professional pre-sales assistance and technical support capabilities give us a single address for the provision of instrumentation and biological reagents."

Dr. Leah Peleg
Genetic Laboratory Manager
Danek Gertner Institute of Human Genetics
Sheba Medical Center
Tel-Hashomer, Israel

