### **LAB SUPPLIES OUT OF THE 3D PRINTER**

### LAUDA invests in Better Basics start-up

Lauda-Königshofen, March 8, 2021 – LAUDA, the global market leader for temperature control equipment and systems, will cooperate with Better Basics Laborbedarf GmbH (BBL). The Dresden-based company, founded in 2019, develops, manufactures and sells smart basic equipment for laboratories that simplifies the organization of laboratory workstations and supports laboratory employees in their daily work with individually manufactured organizational systems. The modular systems are produced using 3D printing technology. In addition to an equity investment, LAUDA is primarily focusing on synergies for the jointly addressed laboratory market. For LAUDA, this is already the third successful cooperation with a start-up after watttron and ENER-IQ. This is part of the family-owned company's comprehensive innovation strategy, which, in addition to cooperation with innovative start-ups, is also driving extensive digitization measures or sustainable idea management in the group of companies, among other things.

**Cooperation at eye level**

Thanks to its in-depth expertise in 3D printing technology and the materials used in this process, the start-up BBL is able to realize individual customer requirements in the field of laboratory equipment. The SmartRack organization system, for example, can be equipped with 3D-printed modules as needed, providing holders for pipettes, round-bottom flasks or waste containers. The modules can be freely combined in terms of quantity and position. In cooperation with BBL, LAUDA can offer customer-centric product solutions. This strengthens the laboratory technology segment, in which LAUDA already successfully markets high-quality laboratory equipment for a wide range of applications.

The cooperation is also intended to expand the technology expertise in 3D printing within the LAUDA Group. »The start-up cooperation with Better Basics Laborbedarf provides further access to innovative technologies, which, in addition to synergies with our research and development department, also provides new impetus directly in sales,« says Robert Tietze, Start-Up Manager at LAUDA. LAUDA is already using 3D printing in the series production of its temperature control units.

»A central aspect of LAUDA's innovation strategy is the targeted cooperation with innovative, young companies that complement and further advance our core competence, temperature control,« explains Dr. Gunther Wobser, President and CEO of LAUDA. »With Better Basics, we have once again made a find and can offer customer-specific solutions to the laboratory market. In addition, we expect to gain valuable insights in the field of 3D printing for the production of our temperature control units,« says Dr. Gunther Wobser.

»We at Better Basics Laborbedarf are very pleased to have gained a strategic partner in LAUDA, who will support us in our further growth. In this way, we can benefit from LAUDA's many years of experience and exploit synergies in sales, among other things«, says Mario Schneider, CEO of Better Basics Laborbedarf.

**About LAUDA**

We are LAUDA - the world leader in precise temperature control. Our constant temperature equipment and heating and cooling systems are at the heart of many applications. As a complete one-stop supplier, we guarantee the optimum temperature in research, production and quality control. We are your reliable partner, particularly in the fields of automotive, chemical/pharma, semiconductor and laboratory/medical technologies. We have been inspiring our customers for more than 65 years with our competent mentoring and innovative, environmentally-friendly concepts - new every day and all over the world.

**Bild 1: pic\_LAUDA\_BBL\_03\_21-03-03\_roh.jpg**

Cooperation with start-up: Dr. Gunther Wobser, President and CEO of LAUDA (right), together with Mario Schneider, CEO at Better Basics Laborbedarf (center) and Robert Tietze, Start-up Manager at LAUDA.

**Bild 2: pic\_LAUDA\_BBL\_02\_21-03-03\_roh.jpg**

Dr. Gunther Wobser, President and CEO of LAUDA (r.), tests the SmartRack under laboratory conditions together with Mario Schneider, CEO at Better Basics Laborbedarf.

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