



continuous innovation for pathology

Sakura Finetek Press Release

December 20, 2017

Sakura Finetek USA launches the company's new corporate identity and the new website.

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TORRANCE, CA – Sakura Finetek USA, Inc. announces the launch of the new company website. The new website has been designed to provide a user-friendly experience with improved navigation and functionality, enabling customers to access product and company information.

The new website offers extensive product information to help customers appreciate Sakura Finetek's complete range of instruments and consumables for the daily work in pathology laboratories, stress-free, fast and safe. You can find technical data, videos, brochures, specification sheets, SDS, and special offers promoting the value you gain using our products and system solutions.

Created together with [Planeteria](#), a leading web site design and development company in California, leveraging the flexibility, versatility and design tools of [Kentico](#), a worldwide renowned content management system development company, in its newest release, we have implemented the new corporate identity (CI) we launched in the U.S. at the National Society of Histotechnology conference in September 2017.

The new CI was developed together with [Norvell Jefferson](#), an award-winning global communication agency, and their teams. Over the past months we applied the new CI to our documentation used to communicate with you, our customers, now including the website. The bright and inviting background combined with the diversifying color combination of blue, dark grey and red ensures high recognition supporting the fast spread of our company product family and product brands.

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The new website includes a new service that is based on the registration of visitors: specifying the interests we will be serving focused information on a personalized webpage created just for you, freshly every time you visit it. Based on your registered customer type you will have access to enriched contents like promotions, advanced information, participation in voice of customer events.

The functionality of the website will be expanded in major releases – register, participate and stay tuned.

About Sakura Finetek, USA, Inc.

With the U.S. office based in Torrance, California, Sakura Finetek is the global leader in continuous innovation for pathology by providing integrated solutions for anatomic pathology and patients through best-in-class innovation, quality and customer care. With a strategic focus on end-to-end automation, Sakura Finetek continues to lead the industry in the development and commercialization of automated histology instrumentation and consumables for anatomic pathology. Sakura Finetek systems dramatically increase efficiency, standardize results, and allow customers to more simply manage their daily workload while significantly influencing patient care.

For more information please visit our [website](#) or contact:

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