Ylöjärvi, 4th March 2013

**BioNavis reviewed by a leading Finnish economic newspaper**

*Kauppalehti, a leading economic newspaper of Finland, has published two articles about BioNavis. The first one is a review of the company development entitled “A Lesson to Technology Companies”, while the second article is an evaluation written by a senior venture capitalist Petri Niemi.*

An interview with the CEO of BioNavis Ltd, Mr. Sauli Törmälä, tries to pinpoint the key actions that led the company from a VTT (Technical Research Centre of Finland) spin-off into a company serving global markets. Strengthening the sales network, introducing new automatic models (and increasing the sales volume) and especially strengthening the brand helped to bring five times higher order intake than in previous year. There are plenty of traditional Surface Plasmon Resonance (SPR) instruments on the market, but only one Multi-Parametric SPR (MP-SPR)!

As a serial entrepreneur, Sauli Törmälä is comparing and evaluating the growth path of BioNavis with other high-tech companies, he has owned and led. The expectation is that BioNavis will grow to a 5-7 million euro company in a few years.

In his column *(Kauppalehti, 28.2.2013, 42/2013, pp. B14)*, Mr. Petri Niemi, has focused on the potential of BioNavis’ current SPR Navi-range products now and also on future product directions in the upcoming years. He has especially raised the value of surface material-drug interactions, which are exclusive to MP-SPR due to the instrument versatility and hence unlimited material choice. As an example, Mr. Niemi has chosen the applications in cancer-targeting drugs and diagnostics. He was impressed by the branding and bold industrial design of the instruments. He proclaims: “A well-kept secret is spreading out from the laboratories!”

BioNavis Ltd ([www.bionavis.com](http://www.bionavis.com/)) is a Finland-based private company founded in 2006. BioNavis manufactures SPR Navi™ instruments with superior features and performance to be used in Life Science, Material Science and Biosensors research. The mission of BioNavis is to develop Surface Plasmon Resonance (SPR) technology beyond today’s understanding, to stay atop of the latest developments and to bring the best to the market. BioNavis products are available through a network of 30 distributors in more than 40 countries worldwide.

Multi-Parametric Surface Plasmon Resonance (MP-SPR) instruments measure label-free

* Real-time molecular interactions (kinetics, on-/off-rates, adsorption, desorption, affinity, concentration, adhesion)
* Physical properties (thickness, swelling, mass)
* Optical properties (complex refractive index)
* Electrochemical behavior

on polymers, metals, ceramics, DNA, cell nanolayers, … ranging from tens of Ångströms to a few microns in thickness and interacting with gas, liquid or suspension of nanoparticles.

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