

## BARC becomes Barc Lab and introduces new corporate website

*November 5, 2018* - We are thrilled to unveil a revamped brand identity and redesigned website. BARC becomes Barc Lab and adopts a new logo that demonstrates a closer integration to the Cerba HealthCare Group who is accelerating its international expansion and leverage its varied business lines. The rebranding, Barc Lab reflects a new corporate culture and vision focused on personalized medicine, collaboration and innovation.

For 35 years, Barc Lab has provided innovative central lab services to pharmaceutical and biotech companies. In the recent years, we've been on a fantastic trajectory, with providing diagnostics support and knowledge allowing our clients to develop innovative personalized medicine. Now it's time for our brand to embody the company we've become.

*"A website is often the first impression when you look for someone, a service or a specific company. It tells the world who you want to be, and in our case, it reflects who we really are",* said **Mario PAPHILLON**, Chief Executive Officer. *"Barc Lab has been doing business for over 35 years and like the clinical trials field it is evolving in something more personal, more scientific, and more data driven. I hope you will enjoy the visit and give us some feedback so that we continue to evolve with you."*

The new identity shows the evolution of our company since its founding in 1983 and paves the way for how we aim to move forward. We wanted the brand to reflect our culture, and our expanded capabilities. Moreover, we foster our long-term relationships we have with our customers and our partners, and we put forward what is most important to all of us: the health of patients and quality of life.

Introducing a **new tagline** "Your Partner in Science", the rebranding is part of the organization's strategy to evolve its business and create a foundation for new opportunities. The new identity builds upon its history of science, innovation, flexibility and quality, but also opens doors to the future. Our **new website** and brand identity showcase our capabilities and our continued commitment to our customers and their missions. Out of its core competency and driven by the current challenges in the industry, we developed a whole range of services interlinking our expertise, strategy, flexibility, research, and branding. While Barc Lab has evolved, our core business and strength remain strongly rooted in providing innovative solutions, fueled by our relationship with the Cerba HealthCare Group.

Today the time has come for Barc Lab to align its internal advancement with its external appearance and to present a new logo, new company website and an updated corporate identity.

CONTACT: Sofie Vandevyver, Global Lead Integration & Communication, [svandevyver@barclab.com](mailto:svandevyver@barclab.com)

More information: <http://www.barclab.com/>

LinkedIn®: [barclab](#)

Twitter®: [@Barc\\_Lab](#)

Facebook®: [@barclab](#)

### **About Barc Lab**

For 35 years, Barc Lab has provided the pharmaceutical and biotech industry with central lab services both in routine and specialized testing within a wide range of fields including oncology, immunology, genetics, microbiology and clinical pathology. Barc's laboratories routinely conduct medical clinical testing, thus ensuring that the tests offered are also performed on a daily basis for diagnostic purposes, patient stratification, staging and follow-up.

With cutting-edge technologies at their disposal, Barc Lab's medical and scientific experts are specialists in their fields equipped for delivering more than just testing. At Barc Lab, they act as genuine partners for our customers. We encourage that our scientific experts are integrated in our customer's R&D processes, hence providing a critical advantage in the ever-increasing complex setting of clinical trials.

### **About Cerba HealthCare**

Barc Lab can draw on the support of the Cerba Healthcare network, a medical biological and diagnostic leader in Europe, with its headquarters in Paris, France. Cerba HealthCare, founded in 1967, is an international network comprising over 450 routine medical labs, over 150 sampling centers and extra labs specialized in clinical pathology as well as veterinary biology and genetics. With over 6,300 collaborators who share the same goal for providing patients, physicians and (bio)pharmaceutical companies with the best healthcare service, Cerba HealthCare ensures that patients, irrespective of their geographical location, benefit from proximity, quality and innovative biology.

More information: <http://www.cerbahealthcare.com/>

LinkedIn®: [cerba-healthcare](#)