



NEWS RELEASE

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PRECISE PIPETTE CALIBRATIONS ANNOUNCES NEW COMPANY NAME, BRANDING

St. Louis-based pipette calibration and repair specialists MED-CAL Instrument Services announces the change of their company name and branding to Precise Pipette Calibrations.

Company owner Kirk Duff recently made the announcement regarding the name and branding change to the company's medical industry customers located throughout Illinois, Kansas and Missouri. This name and branding change is effective as of October 1, 2012.

According to Duff, "The new name and branding more accurately reflects what our company actually does, which is providing high quality and accurate pipette calibrations, along with responsive and reliable repair services.

Accuracy is supremely important in the realm of medicine and research – as well as for commercial industry – where physicians, researchers and company testing facilities are held to extremely high and exacting standards. For these entities, the discovery and achievement of promising breakthroughs and treatments, as well as reliable operational results, can only be found through continuous and meticulous maintenance and calibration of equipment and tools. This is particularly true for pipettes.

Duff notes, "In the past, our clients – and in particular, our prospects – were not familiar with what our services actually entailed." He continues, "Because the pipette industry is very narrowly focused, and based on customer advice and feedback from the industry, we felt the time was right to introduce our new company name and image."

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The new company name, logo and branding features both the word and image of a pipette - the element that Duff's business of servicing the medical research industry is based upon. Duff comments, "With the use of 'pipette' within our name and logo – as well as the word "precise" – the new company branding more clearly defines what our company excels at, which is precise pipette calibrations."

Kirk Duff has been performing pipette calibration and repair services for the past 3 ½ years. Prior to his MED-CAL experience, Duff was a professional in the tool and die industry, where exact measurements are of the utmost importance and workplace safety is paramount. His knowledge regarding mechanical engineering and his meticulous understanding of the manufacturing process were crucial to the success of the family-owned tool & die business where he worked producing plastic injection molding.

From his manufacturing background and (#) years of tool and die experience, Duff was recruited into the pipette calibration industry because of his reputation of excellence and his high level of technical knowledge, along with his engaging personality and strong work ethic.

Duff explains, "With the new company name, logo and tagline, our company's services should be clear and easy to understand and identify with for our current customers, potential prospects and within the medical testing and commercial manufacturing industries." With the name and branding change, Duff promises, "Our Company's commitment to meeting and exceeding the needs of our clients, our history of responsive customer service and our reputation for calibration excellence will all remain the same."

For more information about Precise Pipette Calibrations and the new company name/branding, please contact Company President Kirk Duff at **1-877-315-1056** or via email at kduff@precisepipette.com.

Additional details about Precise Pipette Calibrations' onsite and mail-in services are available at www.precisepipette.com.

About Precise Pipette Calibrations

Precise Pipette Calibrations (formerly known as MED-CAL Instrument Services) is a leading provider of on-site and mail-in pipette calibration and repair services. We set the professional standard for high quality and accurate pipette calibration and repair, coupled with a reputation for customer service excellence.

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