

Biognosys launches an online shop for standardized proteomics solutions

The new online shop simplifies product selection and purchasing, and improves customer experience

May 14, 2014 – Zurich-Schlieren (CH) – Biognosys AG, a Swiss Proteomics Company, announced today the launch of its new online shop [Biognosys Targeted Proteomics Solutions](https://shop.biognosys.ch/) (<https://shop.biognosys.ch/>). The new online shop aims at improving customer experience due to its intuitive design, clear content and straightforward ordering process. It will also enable Biognosys team to optimally manage the increasing number of orders.

The Biognosys online shop offers standardized solutions that are available from Biognosys including [HRM Calibration Kit](#), [iRT Kit](#) and MRM Assay Panels ([PlasmaDive™](#) and [PlasmaDeepDive™](#)); more products are in the pipeline. The registration for [Spectronaut™](#) and [SpectroDive™](#) software is now directly enabled in the shop for academic researchers and customers that purchase MRM Assay Panels, respectively.

With the launch of the online shop the pricing of standardized kits has become more transparent. Now the product prices are listed separately from a processing and shipping fee that applies to each order and depends on the recipient's country of residence. Further information can be found in the [List of countries and respective processing and shipping fees](#) (PDF document).

Customers are now able to make a direct payment with a credit card (VISA and MasterCard), which is processed through [Saferpay](#) system according to all current security standards. The Saferpay e-payment solution implemented in Biognosys online shop is certified according to the Payment Card Industry standard (PCI DSS) and internationally approved for the 3-D Secure procedure by Visa (Verified by Visa) and MasterCard (MasterCard Secure Code). Paying by wire transfer remains a possibility and the use of purchase orders is also implemented in the online shop.

Biognosys online shop is based on the Magento content management system, which is one of the most popular e-commerce platforms available.

About Biognosys

Biognosys is the leading proteomics company offering services and products for highly multiplexed protein quantification. Founded in 2008 as spin-off from the lab of proteomics pioneer Prof. Ruedi Aebersold at ETH Zurich, Biognosys is dedicated to transform life science with its cutting edge technological solutions in proteomics measurements.

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