



## PRESS RELEASE

# Plair and MBV Sign a Collaboration Agreement to Develop Next-Generation Solutions for Rapid Microbiological Detection

Geneva, Switzerland and Zurich, Switzerland — Plair SA, the Swiss creator, manufacturer, and provider of instruments for real-time bioaerosol monitoring, and MBV AG, the Swiss global leader in viable air sampling, jointly announce today the start of a strategic partnership to bring to the market new and innovative automated solutions for microbiology monitoring that combine the technology of both companies.

As part of the agreement, NewGen Holding AG, the parent company of MBV, will invest in Plair's share capital to strengthen the collaboration between the experts. Further, Ronny Zingre, CEO and MBV Board Member, will join Plair's Board of Directors.

Plair is a start-up company, a spin-off from the University of Geneva, specialized in the early detection and identification of airborne particles in outdoor environments based on its state-of-the-art laser technology. This technological leadership allows Plair to extend its applications to instantaneous, viable particle monitoring in indoor controlled environments such as cleanrooms.

"We are thrilled to enter this new alliance, which includes both innovative technology and long-standing industry expertise. Our joint forces will help to develop the most advanced and top-notch solutions for industries requiring the highest quality and standards," Dr. Denis Kiselev, CEO of Plair, commented.

MBV is a family-owned industry expert that develops, manufactures, distributes, and services market leader MAS-100® microbial air sampler solutions. The high-quality, innovative instruments are used around the world to monitor areas in which microorganisms can have a negative impact, for instance in the pharma, cosmetics and food industries, in scientific research and in the manufacture of medical devices. Quoting Ronny Zingre: "Innovation through collaboration: that is what we stand for

here at MBV. This new partnership with Plair has the great potential to address developing market needs and permit our customers to efficiently produce compliant products and serve their clients.”

### **About Plair SA**

Headquartered in Geneva, Switzerland, Plair SA offers unique solutions to address the need for instantaneous and autonomous environmental monitoring in various industries. Plair SA is an award-winning Swiss company founded in 2014 and holds several patents. Plair’s instruments are installed in 11 European countries and North America, for automatic and real-time monitoring of pollen and bioaerosols.

For more information about Plair and its products, visit the company’s website at [www.plair.ch](http://www.plair.ch).

### **About MBV**

MBV is the leading manufacturer of MAS-100® microbiological air monitoring systems worldwide. Founded in 1985, MBV is a second-generation family-owned company. MBV manages in-house and onsite research and development, as well as sales and marketing. Production and assembly of MBV products takes place at sister company Femron AG, Feuerthalen, Switzerland.

For more information about MBV, visit the company’s website at [www.mbv.ch](http://www.mbv.ch).

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