



### IDna Genetics Limited - PBL's new genetic services venture commences operations

PBL is delighted to announce the establishment of IDna Genetics Limited, a joint venture between PBL and The John Innes Centre. The company is a service business offering genotyping and GMO testing services to the plant breeding industry and academia. IDna Genetics vision is to become the leading supplier of genetic services to the seeds sector. IDna Genetics is headed up by Dr Pete Isaac, who has sixteen years experience in the plant breeding and molecular service industries in France and the UK. The IDna laboratories are equipped with state-of-the-art equipment for molecular analysis including real-time PCR facilities and an ABI3730 capillary sequencer for genotyping. Dr Jan Chojecki, PBL's Managing Director said "IDna Genetics is already taking orders from seed companies and public sector research groups and we expect its business to grow quickly. The company will also be an excellent channel to develop and exploit a whole host of new genetic technologies, tests and assays which PBL can bring to it from our public sector research partners"

IDna Genetics can be contacted on (01603) 450941 or by email ([peter.isaac@idnagenetics.com](mailto:peter.isaac@idnagenetics.com)).