

# CHEMIE.DE becomes LUMITOS<sup>®</sup>

## Europe's leading provider of B2B portals for chemistry, life science, lab equipment, pharma und analytics grows under a new name with a markedly expanded service portfolio

Berlin (Germany), 17 August 2017 – CHEMIE.DE Information Service GmbH, provider of market-leading B2B portals and newsletters covering chemistry, life science, lab equipment, pharma and analytics, is now operating under the new name of LUMITOS<sup>®</sup>. The motive for the name change is a significant enhancement of the company's business model, from which all market participants will benefit. In addition to expanding its portfolio of B2B portals and newsletters, the B2B online marketing specialist LUMITOS now offers a completely new range of services to companies in its target industries, covering the entire process from strategy to concept to implementation.

### Providing guidance in B2B markets

"The internet is a complex and dynamic medium that you need to understand and use correctly to become more successful," Stefan Knecht, Managing Director of LUMITOS, explained at an evening event at Tempelhof harbour, Berlin, which was attended by numerous customers and partners. "In online B2B marketing, we at LUMITOS now make use of our 17 years of experience as an online information provider for the industry to offer guidance to our customers. The new company pools our accumulated expertise to offer an unprecedented portfolio of services. These will benefit B2B users who look for the latest news from the industry as well as B2B companies and their staff who want to become more successful with online marketing."

### Comprehensive service spectrum for B2B online marketing

With its market-leading B2B portals chemie.de, chemeurope.com, quimica.es, bionity.com, q-more.com, analytica-world.com and their corresponding newsletters, LUMITOS makes sure that B2B users from all over the world stay updated about the latest industry news and developments. This helps them to take the right strategic decisions. Due to its vast experience with online media, LUMITOS knows precisely what B2B users look for, what interests and what inspires them.

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LUMITOS leverages these insights, its knowledge of the industry and its online marketing know-how to create a unique world of expertise which benefits B2B companies and employees who want to become more successful with online marketing. For this target group, LUMITOS now offers a completely new, comprehensive range of services. "We are convinced that LUMITOS, like no other, can lead B2B companies to success in online marketing because we now support our customers from the very beginning of the value chain," explains Stefan Knecht. "We cover everything from developing online marketing strategies to creating ads and running online campaigns to training courses and performance measurement. No matter what challenges our customers in B2B online marketing face, LUMITOS can lead them to success."

### Expanded services for B2B users

To cater for a new group of professional internet users, LUMITOS is expanding to cover additional business sectors. With the acquisition of the industry portals yumda.de and yumda.com, it now also operates online outlets for to the food and beverage industries. This underlines LUMITOS's strategy of growth in other B2B markets.

### About LUMITOS®

LUMITOS provides guidance in the chemical, life science, lab equipment, pharma, analytics and food & beverage B2B markets to lead B2B companies and their staff to success. With its seven market-leading B2B portals [www.chemie.de](http://www.chemie.de), [www.chemeurope.com](http://www.chemeurope.com), [www.quimica.es](http://www.quimica.es), [www.bionity.com](http://www.bionity.com), [www.analytica-world.com](http://www.analytica-world.com), [www.q-more.com](http://www.q-more.com), [www.yumda.de](http://www.yumda.de)/[www.yumda.com](http://www.yumda.com) and their corresponding newsletters, LUMITOS ensures that five million users from all over the world stay up-to-date on the latest industry news and developments, giving them what they need to take the right professional decisions.

LUMITOS also leads B2B companies to success with online marketing. Thanks to its market-leading online outlets, LUMITOS constantly accumulates facts and figures on what B2B users look for, what interests and what inspires them. It leverages these unique insights, its industry knowledge and its online marketing know-how to create a unique world of expertise.

Headed by Managing Director Stefan Knecht, LUMITOS's staff of 23 in Berlin and Nuremberg (Germany) is committed to bringing success to science and industry, from medium-sized businesses to global corporations.

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