

## **ZEISS Announces Co-operation Agreement with Petrolab Ltd. and MinAssist Pty. Ltd.**

Cambridge, UK, 08 September, 2015

ZEISS, a provider of imaging and analytical solutions to the natural resources industry, announces today a co-operation agreement between itself, Petrolab Ltd. and MinAssist Pty Ltd. Both companies are existing users of ZEISS automated mineralogy technology and the co-operation will leverage the strengths of each company in the mining industry.

MinAssist will co-operate with ZEISS to provide end to end data interpretation and analytical solutions for mine sites and Petrolab will co-operate through the development of technology specifically for automated mineralogy based applications on the mine site and in the laboratory.

MinAssist provides tailored consulting services to mine sites. Dr. Will Goodall, managing director of MinAssist, commented "having worked with ZEISS over the last 12 months on a number of high profile projects using their automated mineralogy technology, it is clear that they have a significant advantage in terms of their ability to deliver high throughput solutions in challenging environmental conditions. Combined with MinAssist's expertise in the application of mineralogy data, the synergies were obvious."

Petrolab is an analytical services company with significant expertise in sample preparation and applied mineralogy. James Strongman, principal mineralogist at Petrolab commented "Our decision to purchase ZEISS' Mineralogic technology was based on its strength in geoscience and the company's vision for the future of automated mineralogy. Our announcement today of a formal co-operation with ZEISS is grounded in our mutual desire to advance the application of automated mineralogy technology across industries."

Dr. Ben Tordoff, segment manager for mining and minerals at ZEISS noted "Today's announcement will benefit ZEISS greatly, not only in its ability to leverage the strengths of both MinAssist and Petrolab, but through the access to bespoke expertise in the staff of each company." Today's announcement comes as ZEISS further supports the industry through its platinum sponsorship of the International Congress for Applied Mineralogy last month, and a comprehensive global events programme over the next 12 months.

### **Encs:**

1 photograph: please quote 'image courtesy of MEI' and the image is as follows:

ZEISS visit the Petrolab facility in Cornwall, UK to see the newly installed ZEISS Mineralogic Mining system, along with Barry Wills of MEI (<http://www.min-eng.com/>) to discuss collaborative development projects and forthcoming events.

**L – R:** Barry Wills, Senior Partner at MEI; Ben Tordoff, Mining Segment Manager at ZEISS; John Fletcher, Director at Petrolab; Alan Bromley, Founder of Petrolab; Al Cropp, Mineralogic Product Manager at ZEISS; James Strongman, Director at Petrolab

Web links:

[http://www.zeiss.com/microscopy/en\\_de/solutions/raw-materials.html](http://www.zeiss.com/microscopy/en_de/solutions/raw-materials.html)

<http://www.petrolab.co.uk/index.html>

<http://www.minassist.com.au/site/>

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