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## UK drug-testing laboratory wins international sales in Germany, the USA and South Africa

Company: Trimega

Trimega Laboratories is a British R&D company whose substance misuse testing products are used by regulatory bodies, solicitors, courts and local authorities in the UK and overseas and which holds ISO 9001 certification for its quality management systems with LRQA.



Avi Lasarow, Managing Director, Trimega Labs

Following the company's participation in UK Trade & Investment (UKTI) Passport to Export scheme of advice and support for new and inexperienced exporters, the company has more than doubled its turnover, and forecasts it will reach £1 million next year. The company also recently won the London Region Finals of the 2008 HSBC Start-Up Awards and is a finalist in both the UK National Business Awards and Business Startups Awards for the most Innovative Business of the Year and best use of technology.

Managing Director Avi Lasarow initially contacted UK Trade & Investment in January 2007. Working with London International Trade Adviser Lorraine Vanzie, the company signed up to the Passport to Export Scheme in February 2007 and developed an export strategy based on exploiting new market niches in areas with few competitors and split between the USA, Germany and South Africa.

Initially, Trimega looked at the German market. In collaboration with the University of Berlin, it researched opportunities for drug testing using hair samples. This subsequently enabled Trimega to commercialise a project, being

developed at the university, for the first ever Hair Alcohol Test. The company has since had such success with the test in the UK that it has acquired a laboratory in Germany specifically to cope with the volume of orders.

A UKTI seminar on opportunities in South Africa then prompted Avi to establish Trimega in this market as well. The company had been intending to locate an operational team there for some time, but frequent power cuts had raised doubts over the practicality of this. The presentation given at the seminar by Paul Boateng, British High Commissioner in South Africa, dispelled these doubts – to the extent that Trimega declined UKTI's subsequent invitation to take part in a trade mission to the country because all their concerns had been addressed.

Trimega is now in the final stages of South Africa's first ever roadside drug testing project involving various Law Enforcement agencies. Trimega has transferred knowledge gained in the UK and Germany and provided expertise together with its local partner Real World Diagnostics on specific issues relating to recommending rapid drug testing products and how they should be used in the field.

The company has also seen interest from the US market and has developed a knowledge transfer plan to assist its exclusive US distributor, based in California. This company is receiving business from lawyers and courts in relation to child protection cases, and has already set a precedent. As the company that provided the first ever Hair Alcohol Test (commercialised by Trimega) to be used within the US judicial system, it will act as a reference in future legal cases involving childcare proceedings.

Of the support Trimega has received from UKTI, Avi Lasarow comments: "The encouragement from Lorraine and the assistance provided under Passport to Export have given Trimega the confidence to source a new technology from Germany and then commercialise it. We recently signed up our first US distributor and have already had sales into the US judicial system. Trimega has also had contact from a major US airline wanting to test 2,500 pilots."

Lorraine Vanzie says: "From the start, Trimega's accurate drug-testing product sounded like a good arbitration tool which would hasten the decision-making process for professions dealing with sensitive issues. The company constantly improves its products to keep ahead of the market and has a good reputation in the UK with family law firms and social services dealing with custody cases. This, coupled with the enthusiastic and focused nature of Avi Lasarow, made Trimega an excellent candidate for overseas expansion. I wish the company every success for the future."

### **Notes to Editors**

1. For further information on Trimega, visit [www.trimegalabs.co.uk/](http://www.trimegalabs.co.uk/)
2. UK Trade & Investment is the Government organisation that supports British companies engaged in international trade and those wishing to locate and invest in the UK. UK Trade & Investment in London aims to help small and medium-sized enterprises (SMEs) through their network of International Trade Advisers who offer experience across a wide range of different markets and countries.
3. For more information on how UK Trade & Investment can help small and medium-sized businesses, or for information about UK Trade & Investment's OMIS service please visit our website [www.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk)
4. UKTI's London regional team is dedicated to increasing the competitiveness of SMEs in the capital through international sales development. A team of International Trade Advisers delivers tailored help to businesses who are either exporting for the first time or looking to enter new markets.

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