



For immediate release: Aurora Scientific and Accelerated Muscle Biotechnologies (AMB) have formed a strategic partnership that is symbiotic in nature and promises to accelerate innovation and experimental quality through muscle laboratories.

Aurora Scientific is a world-leading muscle manufacturer with various products that cover the vast muscle biology field. Accelerated Muscle Biotechnologies is a contract research organization (CRO) for a wide variety of cardiac and skeletal muscle experiments worldwide. To that end, their mission is to improve and standardize the tools, methods, and institutional knowledge of muscle science across laboratories so that data are more comparable and therefore more impactful for translational and applied use.

What can customers expect? The two teams will put their collective resources into collaborating on next-generation research equipment for various experimental modes, and developing standardized protocols approved and implemented by the scientific community.

Anthony Hessel, AMB CEO: "Aurora Scientific is an excellent muscle manufacturing company that has always put improving and standardizing muscle research tools at the forefront of their brand. AMB is excited to work alongside them to do our part to improve the reproducibility of experiments across laboratories, for the advancement of muscle science."

Chris Rand, Aurora Scientific Sales & Marketing Manager: "Aurora Scientific is privileged to be partnering with a group of top end scientists at AMB, who truly value the improvement and standardization of mechanical testing of muscle tissue. We have had the privilege of getting to know Anthony and working with his team for many years. We are excited to collaborate and innovate alongside them for many years to come, to further advance instrumentation and ultimately the field of muscle physiology."