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Midland Scientific Launches New Comprehensive Catalog and Website

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Midland Scientific announces both a new website and 2016-17 catalog. "By making both formats available to our customers they can choose how they prefer to research new materials for their lab." remarked Vivian Pappel, President of Midland Scientific.

The new MidlandSci.com has been designed to provide easier navigation of product categories right from the home page, more detailed descriptions on our most popular products, improved search and filtering capabilities and an expanded line of MSI Brand products that offer customers a true value. With over 300,000 products, it is one of the most comprehensive sources of products for scientific research laboratories.

The new 2000 page hardcover catalog has been updated with the latest laboratory instruments, equipment and supplies. It contains 20,000 products plus an additional 20,000 chemicals. It also introduces new portfolios including equipment from Fann Instruments and Sigma-Aldrich chemicals. "While many of our competitors have went a website only format, we found that though many of our customers may want place their orders online, they still like a catalog for comparing specifications of different models and brands in one place" added Vivian Pappel. Customers can call 800-642-5263 or visit MidlandSci.com to order a free copy.

Midland Scientific Inc. is a nationwide full-line distributor of laboratory chemicals, equipment, instruments and supplies. For over 40 years Midland Scientific has been proud to be the company with people you trust and values you count on. The company serves a diverse range of industries including agriculture, ethanol/biofuel, food, manufacturing, environmental, and research markets from warehouses located in the heartland of America in Davenport IA, Rapid City SD, Denver CO and corporate headquarters in Omaha NE. Midland Scientific is a WBENC certified woman-owned business that was founded in 1975.

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