

ETAP-LAB Enhances the Clarity of Its Preclinical Offering with a New Brand Identity Unveiled on Its New Website

A recognized European leader in preclinical pharmacology R&D for over 35 years, **ETAP-LAB** announces a major evolution of its brand identity and the restructuring of its service offering. This transformation supports the company's growth, as its service portfolio has significantly diversified over the past three years. It enhances clarity for its client base—comprising biotech companies and pharmaceutical manufacturers—in a context where scientific and technical expertise is critical to ensuring the safe selection of tomorrow's medicines.

Key points:

- A new **ETAP-LAB brand identity**, asserting its values of Excellence, Transparency, Agility, and Proximity.
- A **clarified brand architecture**, with ETAP-LAB as the umbrella brand.
- Restructuring of the offering around **four service brands**, each dedicated to a specific preclinical area of expertise: **BRAINXPLORE, SKINAXIS, STROK@LLIANCE, and SYNCROSOME**.
- **Launch of a new website** on April 29, 2026 (www.etap-lab.com), merging three existing sites.

Clarifying the Offering to Better Address Preclinical Challenges

With the growing trend toward outsourcing R&D activities, preclinical CROs play a strategic role in supporting pharmaceutical companies by de-risking their molecule pipelines, winning over investors and partners, and meeting the requirements of drug regulatory agencies.

Driven by sustained growth over the past 10 years—notably with the creation of STROK@LLIANCE in 2017 and the acquisition of the CRO SYNCROSOME in 2023—ETAP-LAB has expanded and strengthened its activities. This evolution has highlighted the need to better showcase its established and emerging expertise and make its offering more transparent.

Four Service Brands, One Scientific Standard

To better meet the needs of its market, **ETAP-LAB** has decided to adopt an **umbrella brand structure**, bringing all of its activities together under a single, recognized entity, while organizing its offerings around **four service brands**, each representing a clearly defined area of preclinical expertise.

These include two long-standing and well-established brands:

- **STROK@LLIANCE**, focused on neurovascular diseases and stroke, incorporating approaches ranging from human blood to complex animal models, in partnership with a leading academic laboratory (PhIND, INSERM-UniCaen).
- **SYNCROSOME**, experts in cardiovascular pharmacology, with over 25 years of experience serving an international clientele.

These brands are now complemented by the **creation of two new service brands**, building on ETAP-LAB's long-standing therapeutic areas:

- **BRAINXPLORE**, dedicated to diseases of the Central Nervous System (neurodegenerative diseases, behavioral pharmacology), offering a comprehensive and integrated range of preclinical services.

- **SKINAXIS**, specializing in dermatology, for the preclinical evaluation of the efficacy of drugs and medical devices, having contributed to the market launch of numerous innovative therapeutic products.

A Unified Visual Identity, Unveiled on the New Website

This evolution is accompanied by a redesign of the logos (see illustration at the end of this document*). ETAP-LAB and its service brands are adopting a **common typographic identity**, symbolizing maturity, rigor, and modernity. Each brand has its own graphic and color scheme, while maintaining an explicit link to the parent company through the “by ETAP-LAB” signature.

This new visual identity was unveiled with **the launch of the new etap-lab.com website**, which came online on April 29, 2026, offering an enhanced presentation of *in vitro* and *in vivo* pharmacology services, scientific expertise, and technology platforms, as well as a streamlined customer journey.

A Vision Driven by Scientific Rigor and Innovation

“This new identity marks a key milestone in our development. It reflects our ambition to strengthen our four areas of preclinical expertise by highlighting the scientific rigor and expertise that have earned our teams their reputation,” said **Nicolas Violle, CEO of ETAP-LAB**.

Over the next 3 to 5 years, ETAP-LAB aims to consolidate its position as a European leader while actively contributing to the development of **innovative alternative methods** (organs-on-a-chip, NAMs) to address the challenges of medicine today and tomorrow.

ETAP-LAB is evolving, restructuring its services, and reaffirming its values of Excellence, Transparency, Agility, and Customer Focus—all in support of a preclinical process that is more predictive, more ethical, and better tailored to the needs of pharmaceutical research.

About us:

ETAP-LAB - with over 35 years of experience - is an independent, human-scale preclinical CRO (Contract Research Organization) recognized for its distinctive scientific expertise, offering specialized research services to the pharmaceutical, biotechnology, and nutraceutical industries. The company stands out for its innovative approaches integrating human cell culture, *in vivo* models, and alternative methods, cutting-edge imaging, and in-depth knowledge of pathophysiology and animal behavior at the heart of preclinical modeling. This expertise, deeply rooted in the company’s DNA and supported by a network of academic partners, enables ETAP-LAB to advise clients and test the efficacy of their drug candidates, medical devices, and health products to generate data that is more relevant for success in clinical trials.

With 60 to 80 projects conducted each year and a team of approximately 45 employees, including some 40 scientists, ETAP-LAB works with a loyal base of major pharmaceutical companies while also supporting numerous innovative biotech firms each year.

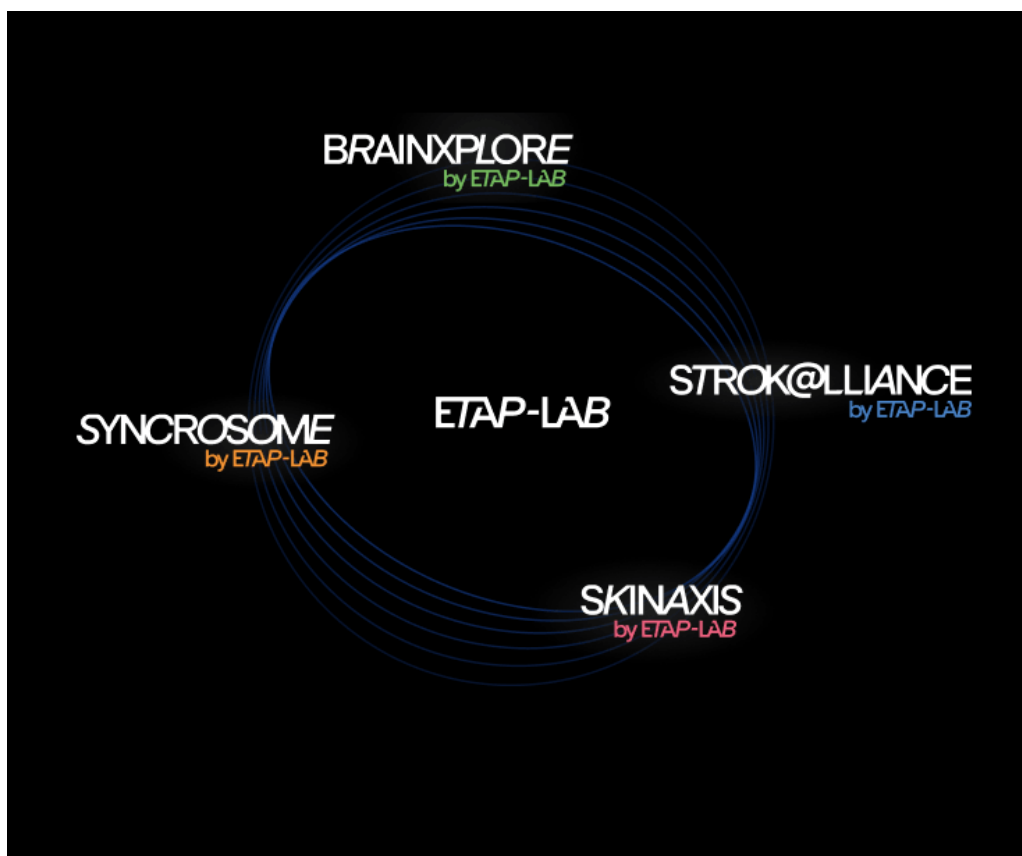
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**The logos of ETAP-LAB and its four service brands*