

Introducing Our Streamlined Brand Structure

Customer Support - Frequently Asked Questions

What's changing with your brand structure?

Q) What is changing and what is not changing as part of the brand structure and website changes?

A) What is changing: Novus Biologicals™ (Novus) and Tocris Bioscience™ (Tocris) reagents, and ProteinSimple™ instruments are now aligned under the R&D Systems™ brand.

- Novus Biologicals antibodies, proteins, and ELISAs; Tocris Bioscience small molecules; and existing R&D Systems proteins, ELISAs, and antibodies are now presented together as part of the R&D Systems portfolio. There is no change to product quality or performance.
- ProteinSimple instruments are now aligned under the R&D Systems brand. Analytical instruments previously associated with ProteinSimple are now presented as part of the R&D Systems instrument portfolio. There is no change to the underlying technology or performance.
- New and expanded access to products through the [R&D Systems website](#). The R&D Systems website now brings together a broader range of reagents and analytical instruments, including all R&D Systems solutions and products you may already use from Novus, Tocris, and ProteinSimple.
- Updated look and digital experience. You will see refreshed branding across websites, packaging, and customer communications. The rndsystems.com website now serves as the central destination to explore our protein analysis solutions.

What stays the same: Product performance and quality

- Product formulations, specifications, validation standards, and performance remain unchanged. Products continue to be qualified, validated, and supported under established quality systems.
- Ordering and regulatory status: Product part numbers, regulatory status, and ordering processes have not changed. While transactional documents may have a refreshed brand appearance, there are no changes to contractual or financial terms, or to selling or legal entities. The branding of regulated products (such as IVD-marked or GMP-grade products) remains unchanged.
- Support teams and documentation: Customers will continue to work with the same customer service, technical support, field application scientists, and sales teams. Product documentation content remains the same, with only stylistic updates seen where applicable.

Q) Why have your brand(s) changed?

A) We've updated our brand structure to make it easier for you to find the solutions you need. The new structure improves navigation across our websites and helps you connect more quickly with the right products, sales, service, or support teams—so you can get answers faster and move your work forward.

Q) What are your brands now?

A) We've streamlined our portfolio under three focused portfolio brands: R&D Systems by Bio-Techne, Bio-Techne Spatial, and Bio-Techne Diagnostic. This new brand structure supports researchers throughout their scientific journey, connecting early discovery to translational insight to clinical decision-making.

Q) Are all your brands going away?

A) No. Our products are now organized under three portfolio brands: R&D Systems by Bio-Techne, Bio-Techne Spatial, and Bio-Techne Diagnostics. Each brand retains our high-quality reagents, analytical instruments, and precision diagnostics solutions. Some product brands will remain, and ProteinSimple is being renamed R&D Systems.

Q) What changes are being made to Novus products?

A) The Novus Biologicals brand is now unified under the R&D Systems portfolio brand and will continue to be used as a product brand for both existing and new Novus products. In some materials, Novus Biologicals will increasingly be referred to as "Novus."

Q) What changes are being made to Tocris products?

A) Tocris Bioscience is now unified under the R&D Systems portfolio brand and will continue to be used as a product brand for both existing and new Tocris products. In some materials, Tocris Bioscience will increasingly be referred to as "Tocris."

Q) What changes are being made to ProteinSimple products?

A) ProteinSimple is no longer an active marketed brand. The ProteinSimple brand will be retired across most touchpoints, including instruments, consumables, marketing material and product documents. ProteinSimple-branded products are now unified under the R&D Systems portfolio brand and will be referenced accordingly.

Q) Are there any changes to how I should contact Customer Services and Support?

A) No changes have been made. You should continue to contact our teams by visiting: <https://www.rndsystems.com/support/contact-us>.

Are contracts and legal entities changing?

Q) Have legal entities and tax IDs changed?

A) No. The following legal entities remain active: R&D Systems Inc., Novus Biologicals Inc., Tocris Cookson Ltd, ProteinSimple, CyVek, and Bio-Techne Sales Corp. There are no changes to tax IDs.

Q) Have manufacturing entities changed?

A) No. Manufacturing entities remain the same.

Q) Have selling entities changed?

A) No. Selling entities remain the same. U.S.-based customers are encouraged to place orders through the Bio-Techne Sales Corp (BTSC) selling entity.

Q) What changes will be seen on transactional documents?

A) Only the look and feel of transactional documents may change, such as logos, headers or footers, and brand references. The core content, including financial and contractual information, will remain unchanged.

Q) Can I purchase ProteinSimple orders through the R&D Systems entity?

A) Existing customers may continue placing purchase orders through their previously established entities. However, to simplify ordering, we recommend setting up Bio-Techne Sales Corporation as a vendor in your ordering system.

Are there changes to “how I order”?

Q) Are there any changes to how I set up an account when ordering on rndsystems.com?

A) To purchase online on rndsystems.com, you must create an account. During checkout, you will be asked to provide key ordering and shipping details. You can choose to pay by credit card or by purchase order (PO). In the U.S., POs should be made out to Bio-Techne Sales Corp.

Bio-Techne Customer Service can assist with completing your account setup or provide information to your purchasing department to establish Bio-Techne as a vendor. Your account will go through an internal validation process before your first order is processed. Once validated, your account will be ready for your first and all future online orders.

Q) Are there any changes to pricing on the website?

A) No. There are no changes to the retail prices for any products listed on rndsystems.com as a result of the brand or website updates.

- After creating an account and signing in, you will initially see list prices. Organization-specific pricing will be applied only after your account completes the Bio-Techne validation process, which occurs after your first online purchase. Once your first order is placed, your local Customer Service will validate your account, and any applicable negotiated pricing will appear on the order, order confirmation, and invoice.

- Until your account is validated, organization-specific pricing will not appear on product detail pages nor in your cart. After validation, your organization's negotiated pricing, if applicable, will be visible across the website each time you sign in.

Q) Are there any changes to product ordering processes?

A) No. Product ordering processes remain the same unless you choose to change the Bio-Techne vendor through which you place orders. In the U.S., customers are encouraged to set up Bio-Techne Sales Corp (BTSC) as a vendor to help streamline future ordering across Bio-Techne's portfolio brands. Please contact your local [Customer Service](#) for assistance with setting up your account.

Q) Are there changes to online ordering on rndsystems.com?

A) Yes. The checkout process has been streamlined with fewer steps. New features include:

- Existing customers in North America can choose to place purchase orders through Bio-Techne Sales Corp, which allows easier purchasing across all Bio-Techne brands, or through R&D Systems Inc.
- The ability to print a quote and share your cart with others during checkout. The option is to add required consumables for product use directly from your cart during checkout.

How do I search and find products on rndsystems.com?

Q) There are many new products when I search on the website—how do I choose the best one?

A) R&D Systems portfolio brand and through our website, <https://www.rndsystems.com> now offers an expanded selection of trusted solutions, including Novus antibodies, ELISAs, and proteins; Tocris bioactive small molecules; ProteinSimple analytical instruments; and R&D Systems solutions—all part of Bio-Techne.

- To quickly find the most relevant products, use the product and resources search bar at the top of the website. You can refine your results using helpful features such as filters (product category, application, species, brand, and more), condensed product list views, citations, the product comparison tool, and product badges (for example, antibody validation, best seller, or new product).
- If you need additional guidance, your local Technical Support team is available to help and can be reached through the site's Live Chat (staffed by real scientists), the [Contact Us form](#), email, or telephone. If a product does not appear in your search results, try using more specific or precise search terms or navigate using the website menus.
- If a product appears to be missing entirely, such as when searching by part number or product name, please [contact Technical Support](#) for assistance.

Q) What differences will I see when learning about your products on rndsystems.com?

A) You will continue to see the same high-quality scientific detail you expect, along with enhanced information on product webpages to help you evaluate our solutions more easily. Key updates include:

- Citations powered by Bioz™, including access to the methods sections of cited publications and a quick view of the applications where the product has been successfully used.
- Customer reviews by application, with direct links to user-generated images and comments to support objective evaluation in real-world experiments.

- Product attribute badges, such as biological validation badges to indicate internal validation for specific applications, best-seller badges to highlight highly trusted products, and additional markers to guide selection.
- Improved visibility of related products, including controls and antibody conjugates, making it easier to identify and purchase complementary items needed for product use.

These enhancements are designed to help you compare options, build confidence in your selection, and find the right product more efficiently.

Q) Has the R&D Systems website domain or address changed?

A) No. The website address remains www.rndsystems.com. It continues to feature the trusted R&D Systems products customers know, along with an expanded offering.

Q) Which site should I go to for R&D Systems, Novus Biologicals, Tocris Bioscience, and ProteinSimple products?

A) We encourage you to visit <https://www.rndsystems.com> for all R&D Systems and Novus proteins, antibodies, and ELISAs; Tocris bioactive small molecules; and ProteinSimple analytical instruments. This single website provides access to the full range of reagent solutions and automated instruments across our protein analysis brands. It also allows you to consolidate reagent and consumable orders and purchase from a single vendor, making product selection easier and the shopping experience more streamlined.

Key Contact information:

<https://www.rndsystems.com/support/contact-us>

Technical Support

Toll Free USA, Canada: 1-800-343-7475

Phone (International): 1-800-343-7475

techsupport@bio-techne.com

Customer Services

Toll Free USA: 1-800-343-7475

Phone (International): 1-800-343-7475

Fax: 1-612-656-4400

customerservice.na@bio-techne.com

Accounting Support

invoicing@bio-techne.com

Thank you for your continued partnership and trust in R&D Systems as we work together, to unlock the possibilities of science.