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“Conran Design Group delivered on all their promises, provided compelling and thoughtful creative, and in return became our trusted partner. They helped ensure a hugely successful launch of a system that brings a new level of simplicity and instrument intelligence to laboratories.”

**Tim Boyce, Director of Creative Services,
Waters Corporation**

**Alliance iS launched
March 2023**

Conran Design Group

**Creative Director
Brian Ponto**

**Designers
Brian Ponto**

**Strategist
Tim Parker**

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PHILOSOPHY

