

Advanced Automation Technologies (AAT) to rebrand under new name - Velaris

Breda, the Netherlands (Jan 5th, 2026) - The Battery Ventures-backed laboratory automation platform previously operating under multiple names such as “Skalar Group” or “AAT” is proud to announce its rebranding as **Velaris**. This new identity reflects the platform’s vision to unify its growing portfolio of companies under a single, forward-looking name while maintaining the strength and individuality of each of its market-leading brands.



Over the past three years, the platform has strategically acquired six leading companies in adjacent markets: **Skalar Analytical**, **PromoChrom Technologies**, **LCTech**, **EST Analytical/TSHR**, **GERSTEL**, and **Trace Elemental Instruments**. Together, these businesses form a global powerhouse in laboratory automation, serving major multinational commercial testing laboratories and industrial clients across environmental, petrochemical, agricultural, and food-and-beverage sectors.

Velaris combines deep expertise in automated sample preparation, chromatography, elemental analysis, and robotics to help laboratories streamline workflows, enhance efficiency, and achieve greater precision. With a strong Global presence, Velaris is uniquely positioned to deliver cutting-edge solutions for environmental testing, PFAS analysis, food and feed safety, petrochemical applications, and more.

"Today is an important milestone. Our leading brands—Skalar, GERSTEL, PromoChrom, EST, LCTech, and Trace Elemental Instruments—are coming together as Velaris. The name Velaris is derived from a familiar Latin root word 'Velox' for speed, reflecting our commitment to serve our customers with faster innovation cycles and premium customer service globally". said Amod Kher, CEO of Velaris. "Our journey began with Skalar in early 2023 and since then, we have expanded our reach and ambition to better serve our global customers with our MASTERWORKS business excellence system". he continued. "We look forward to powering science in laboratories around the world and working closely with our customers and partners to deliver a cleaner, safer, and more sustainable world. As Velaris, we are ready to introduce new products, applications, and services throughout 2026. We invite you to join us at Velaris this year and stay in the know on upcoming launches."

The individual brands will continue to operate under their established names, now united by the Velaris brand. This approach ensures continuity for customers while enabling shared resources, innovation, and global reach.

Stay tuned for our upcoming insights on Velaris on our Social Media sites or visit www.velaris.com for more information about Velaris and its portfolio of companies.

PRESS CONTACT:

Sebastian Booch

Director Commercial Operations

booch.s@velaris.com