



OpticsPlanet, Inc. Launches a Scientific and Laboratory Equipment and Consumables Online Store at LabPlanet.com

Scientific supply and lab equipment superstore carries over 300,000 high quality, hard-to-find and specialized products for Life Science, University, Industrial and Forensic laboratories

Northbrook, IL, October 30, 2009 --(PRWEB)-- Northbrook, Illinois – OpticsPlanet, Inc. the largest specialized retailer of scientific optics, microscopes, telescopes, sport optics, flashlights, and prescription and protective eyewear, announced the launch of its latest venture, LabPlanet.com.

LabPlanet.com, with over 300,000 products and 1000 brands available will be one of the largest providers of laboratory equipment, chemicals, and supplies used in healthcare, scientific research, safety and education. LabPlanet.com will be a one stop shop for laboratory and medical equipment, laboratory supplies and laboratory consumables. The store offers private institutions, government and university laboratories the easiest way to shop for their lab equipment and consumables. By offering popular and quality brands of laboratory products, a full time staff of laboratory product specialists, no hassle returns, live chat, readily available stock, and direct shipping to international locations the company plans to make the buying process as easy as possible. Additionally, the new website allows customers the ease and flexibility of placing orders online and paying by credit card, Paypal or Google Checkout or by using purchase orders and establishing easy Net 30 terms.

"LabPlanet now offers our scientific, laboratory, and medical customers the ability to purchase their equipment and consumables from a single and easily accessible source," OpticsPlanet CEO Mark Levitin said. "We have technical support staff available to answer product and application questions and our website makes it easy to find any specific product that one is looking for."

LabPlanet.com will offer the same expert product knowledge, superior customer service and outstanding product selection that have made OpticsPlanet one of the top internet retailers in the world. In addition to competitive pricing, LabPlanet.com will set itself apart from its competitors by also offering free UPS ground shipping on most orders over \$49.95. For US Military hospitals and laboratories the company will also ship free of charge via USPS on most orders over \$49.95 to Military APO/FPO addresses.

About OpticsPlanet, Inc.

Founded in 1999, OpticsPlanet, Inc. is one of the world's leading online retailers carrying a wide variety of optical product categories such as binoculars, telescopes, rifle scopes, radar guns, outdoor equipment, sunglasses, microscopes, night vision, and much more. The company was incorporated in Illinois in 2000 and operates a network of multiple online stores: OpticsPlanet.com, Shoptics.com, Tactical-Store.com, EyeWearPlanet.com, RadarGuns.com, Microscopes.com, LabPlanet.com and Night-Optics.com. All feature a 100% satisfaction guarantee and free shipping on qualified orders.

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