



PRESS RELEASE

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## Hygiena® Launches Australian E-Commerce Platform for Food Safety Products

**SYDNEY, Australia (4 March 2025)** —Food and beverage businesses across Australia can now purchase essential food safety products with greater ease than ever before, thanks to the launch of Hygiena’s dedicated Australian e-commerce platform.

With just a few clicks, customers can now access Hygiena’s full range of food safety testing solutions and have them delivered straight to their door—whether they’re located 4,500 km away in remote Australia or just around the corner.

This launch marks a significant milestone in Hygiena’s direct-to-customer strategy in Australia, following its transition to a direct business model last year. Designed to meet the needs of both small and large businesses, the new webstore ensures seamless access to food safety products, competitive pricing, and superior customer service.

“We understand the challenges of serving a country as vast as Australia, and our new e-commerce solution enables all customers—regardless of size or location—to order quickly and efficiently,” said Andrew Woodward, Marketing Director for APAC at Hygiena. “This platform is not just about convenience; it’s about delivering a better experience for our customers and ensuring they have what they need when they need it.”

Hygiena’s investment in e-commerce aligns with the broader industry shift toward digital purchasing channels in the APAC region. As demand for B2B and B2C e-commerce continues to rise, this platform is set to play a key role in supporting the company’s future growth across the region. For more information or to start shopping, visit us [here](#).

**We create innovative diagnostics for a healthier world**

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**About Hygiena**

At Hygiena, our mission is to create innovative diagnostics for a healthier world. We develop, produce and provide best-in-class One Health Diagnostics<sup>®</sup> solutions from farm to fork to our global customer bases. As one of the few organisations in the world to uniquely focus on Food Safety throughout the value chain, we maintain the belief that the health of people is closely connected to the health of animals in our shared environment. Our molecular rapid tests and analysis tools for food and beverage safety, veterinary diagnostics and environmental monitoring help prevent illness, save lives and contribute to making the world a safer place. As the global leaders in rapid diagnostic tests, we provide solutions that are reliable, easy to use and accurate, backed by industry-leading customer service and support. With a sizeable global presence, Hygiena is headquartered in Camarillo, California with numerous offices and customer application centers in the Americas, Europe, Africa, Asia and Australia. We also partner with over 180 distributors in more than 100 countries worldwide. Learn more about us at [www.hygiena.com](http://www.hygiena.com).

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