



Press Release

Modern, innovative, patient-centric

Münchner Leukämielabor GmbH launches its new brand design

Munich, May 16th, 2018. See behind. Go beyond. Embracing the spirit of openness and curiosity, combined with the desire to offer the best possible diagnostics to leukemia patients, MLL Münchner Leukämielabor GmbH launched its new corporate design on May 15, 2018. With its motto “See behind. Go beyond.”, a new logo and color concept, as well as a completely redesigned and informative website, MLL is reinventing itself through open, targeted and modern communication. Drawing on decades of expertise and its firm commitment to progress, MLL is today considered one of the world’s leading laboratories for the diagnostics of leukemias and lymphomas, and is again setting standards with its new corporate design.

“See behind. Go beyond. Never stop. Avoid complacency. Look beyond the surface. This is our nature. We seek to comprehend what is not yet fully understood: the workings of leukemia, its interdependencies and complexity. We strive to provide patients around the world with new and more efficient treatments. We are passionate about what we do: We stand for knowledge, courage and responsibility. We are MLL.”

A committed company, Münchner Leukämielabor GmbH has taken diagnostic responsibility for patients with leukemia and lymphoma diseases since 2005. Over the last 13 years, MLL has recorded a significant rise in submissions, from 9,000 to 82,000 blood and bone marrow samples per year. This is mainly due to the broad range of diagnostics to ensure rapid turnaround and hence enable the attending physicians and clinics to obtain a prompt and safe diagnosis and to initiate the best possible treatment for their patients as early as possible.

Behind each sample and drop of blood, there is a patient for whom MLL accepts responsibility in its daily work. Consisting of two differently sized dots, the logo symbolizes precisely these drops of blood, which are just as unique as the patients themselves. These dots are reflected in the entire corporate design as well.

The gray and red colors that MML has used for 13 years will be preserved. However, the red has been made brighter and now radiates in a strong, immediately recognizable color. Light blue, gray and white now round of the new color concept.

“We are an innovative, successful laboratory in the diagnostics of leukemias and lymphoma. It is precisely these qualities we seek to communicate with our new-look design, presenting ourselves to submitters, patients, associates and employees as an entirely reliable partner. We are modern, move with the times and are using our new design to embrace this age of progressive digitization,” says Prof. Dr. med. Dr. phil. Torsten Haferlach, one of the three managing directors at MLL.

Pressekontakt

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Besides introducing an entirely revolutionized appearance, MLL also has a new facility that will be used in the future for meetings and conferences. Two conference rooms with sophisticated equipment, electrically dimmable, glass partition walls, and a lecture room for 190 guests, are spread over 430 m². These premises will be used to hold seminars, conferences and meetings with external partners and staff.

With its adherence to continuous progress, consummate curiosity and dedication to progress, the new-look MLL nevertheless remains true to its goal of enabling purposeful and efficient treatment as quickly as possible for patients around the world.

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