

Franklin Partners with GenePlus to Advance Genomic Data Interpretation Solutions in Thailand

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Palo Alto, California, July 1st, 2025 - Franklin, a global innovator in genomic data interpretation and analysis, today announced a new partnership with GenePlus (GenePlus Co., Ltd.), a leading distributor of biotechnology and molecular diagnostic solutions in Thailand. With over a decade of experience delivering complete workflow solutions across the molecular biology landscape, GenePlus is known for its strong technical expertise, dedicated field support, and commitment to customer success. This collaboration will expand access to the Franklin™ platform for healthcare providers, research institutions, and diagnostic labs across Thailand.

Through this agreement, GenePlus will offer Franklin™ as a comprehensive end-to-end genomic interpretation solution, covering both secondary and tertiary analysis for a wide range of applications, including rare diseases, oncology, and reproductive health. This partnership will support Thailand's growing precision medicine initiatives by delivering faster, more accurate, and more actionable genomic insights to clinicians and researchers.

"Franklin is committed to helping healthcare professionals harness the power of genomics to improve patient care," said Amir Trabelsi, CEO and Co-founder of Franklin. "Our partnership with GenePlus brings Franklin's unique capabilities to Thailand's growing genomics ecosystem, supporting clinicians and researchers in making faster, more informed decisions that directly benefit their patients."

Georg Gottmann, Managing Director of GenePlus, added: "We are proud to partner with Franklin to bring its innovative genomic solutions to Thailand's healthcare and research communities. By integrating a world-class, end-to-end interpretation platform into our tailored molecular workflows, we are helping our customers accelerate discoveries, streamline operations, and improve clinical decision-making. This collaboration marks an important milestone in supporting Thailand's expanding precision medicine initiatives."



GenePlus, a trusted partner for leading global genomic solutions in Thailand, will leverage its extensive network to promote and support Franklin™ adoption. Together, Franklin and GenePlus will collaborate on customer education, joint marketing activities, and local technical support to ensure successful deployment and utilization.

About Franklin

Established in 2014, Franklin is a genomic analysis platform utilizing a sophisticated AI engine with machine-learning algorithms to analyze genetic mutations, making clinical genetic sequencing more accessible and affordable. By streamlining the process, Franklin reduces the cost and complexity of identifying links between genetic mutations and medical conditions. The platform also facilitates the secure sharing of complex clinical data among researchers, clinicians, and medical facilities. Franklin is headquartered in Palo Alto, CA, with offices in Tel Aviv, Israel.

For additional information about Franklin, visit our website at www.genoox.com. Stay connected with us on [LinkedIn](#) and [X](#) (formerly Twitter), or contact our team directly at Marketing@genoox.com.

About GenePlus

GenePlus Co., Ltd. is a leading distributor of biotechnology and molecular diagnostic solutions in Thailand. Established in 2010, GenePlus provides complete workflow solutions customized to meet the needs of healthcare providers, research institutions, and diagnostic laboratories. With a strong Field Application Support Team, GenePlus is dedicated to delivering first-class customer training, support, and innovative technologies to accelerate scientific discovery and clinical advancements across Thailand's life sciences sector.

For more information, please visit the GenePlus [website](#) or connect with us on [LinkedIn](#), [YouTube](#), or [Facebook](#).