



## **Trimega Laboratories appoints Cubitt Consulting**

**London – January 24, 2011:** Cubitt Consulting has been appointed as the UK corporate communications adviser to Trimega Laboratories, the leading hair alcohol and drug testing company, with immediate effect.

Trimega's hair alcohol testing methods can detect patterns of alcohol consumption over a period of many months as opposed to more traditional methods which only register consumption that has taken place within the space of just a few days. Trimega is one of the few laboratories to have developed a recognised standard in assessing alcohol dependency and is acknowledged as 'World Leading' by the Society of Hair Testing.

The company's clients include the NHS, family law practitioners, courts, social services and local authorities. Trimega has a significant share of the UK hair alcohol testing market which is growing quickly with an estimated 20,000 hair alcohol and drug tests requested in UK child custody cases each year.

Founded in 2005 by South African-born entrepreneur Avi Lasarow, Trimega has 38 employees across the UK, Germany and South Africa. Cubitt will provide communications consultancy and media relations services with the key objectives of increasing media output and securing key relationships at a national and local public policy level such that Trimega continues to play a leading role in the national agenda on drug and alcohol testing.

The Cubitt team will be led by Simon Brocklebank-Fowler, Managing Partner.

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### Notes to Editors

#### **About Cubitt Consulting**

Cubitt Consulting is a leading independent corporate and investor communications consultancy, servicing 120 clients out of wholly owned offices in London, New York, and Stamford, Connecticut, with a professional staff of 70, supported by a global affiliate network of the leading independent firms in their respective market places. The firm operates across three divisions: Financial and Business Services; Private Equity and Capital Markets; and Growth Companies. [www.cubitt.com](http://www.cubitt.com).

#### **About Trimega Labs**

Established in London in 2005, Trimega Laboratories ([www.trimegalabs.co.uk](http://www.trimegalabs.co.uk)) has developed a range of innovative techniques for testing substances of abuse. Its core business is laboratory-based analysis of hair samples that provides accurate historical records of any alcohol or drugs dependency over a one to 12 month period. In the UK its clients include: Family Law specialists, Social Services, regulatory bodies, professions such as nurses and pilots, as well as being ordered by the Courts directly. Other services offered by Trimega Laboratories include: Roadside Drugalyzer Testing for law enforcement, Hair Steroid Testing for athletes, and most recently, Hair Benzodiazepines Testing. Trimega is ISO 14001 certified for environmental management and is also an Investor In People. Trimega Laboratories won the title of Best Use of Technology in the 2008 Barclays-sponsored Startups Awards and has been on the shortlist for the National Business Awards three years running. It was also one of 25 companies to represent the UK in the 2010 European Business Awards.

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