



LEADING DIAGNOSTIC, LABORATORY LANCET ESWATINI UNDERGOES TRANSFORMATIVE REBRAND, NOW OPERATING AS CERBA LANCET ESWATINI

In a move that signifies its commitment to continuous growth and innovation, the diagnostic laboratory known as Lancet Eswatini has officially rebranded and will now operate under the new name **Cerba Lancet Eswatini**. This transformative change reflects the laboratory's mission to deliver exceptional services and reaffirms its position as a leader in the diagnostic industry in Eswatini.

The introduction of the new brand identity, including a refreshed logo and visual elements, marks an exciting chapter for **Cerba Lancet Eswatini**. While the name has changed, the laboratory's core principles of quality, expertise, and putting customers first remain at the heart of its operations across multiple sites nationwide.

"Our decision to rebrand as Cerba Lancet Eswatini represents our dedication to evolving and adapting to better serve our customers," said Muyalo Dlamini, General Manager. "This new identity reflects our forward-thinking approach and our commitment to providing cutting-edge diagnostic solutions backed by international expertise and best practices."

As part of an international group, **Cerba Lancet Eswatini** leverages global expertise and best practices to ensure its services meet the highest international standards. This commitment is proven by the recognition of its paternity DNA testing services as the only court-admissible option in Eswatini, underscoring the laboratory's reputation for accuracy and reliability.

Cerba Lancet Eswatini recently achieved an important milestone by receiving ISO accreditation. This accreditation demonstrates the laboratory's adherence to rigorous international standards, ensuring the highest levels of quality and accuracy in its services. Investing in its workforce is a top priority for **Cerba Lancet Eswatini**. The company prioritizes continuous training and development for its staff, ensuring they possess the latest knowledge and skills to deliver exceptional services.

In line with its customer-centric approach, **Cerba Lancet Eswatini** has launched an online survey to gather valuable feedback from its clients. This initiative aims to identify areas for improvement and address any concerns, further enhancing the overall customer experience.

"Our new brand identity represents our commitment to innovation, quality, and customer satisfaction," added Muyalo Dlamini, General Manager. "We are excited to embark on this new chapter and continue providing our clients with the exceptional diagnostic services they have come to expect from us."

Ends-

About Cerba Lancet Eswatini

Cerba Lancet Eswatini established in 2004, is the largest private laboratory service in Eswatini and has its head office in Mbabane, the capital and largest city in Eswatini / Swaziland. We have branch offices at Ezulwini and Manzini. Cerba Lancet Eswatini counts amongst its clients, patients and their doctors, other laboratories, clinics, hospitals, corporate groups, insurance companies, and research and occupational health establishments. We directly provide a range of routine, specialised and referral services which are amongst the most extensive offered on the continent.

About Cerba Lancet Africa

Lancet Laboratories Limited Eswatini is part of Cerba Lancet Africa, a Joint Venture between Cerba Healthcare and Lancet Group of Laboratories. Cerba Lancet Africa operates a network of 170 sites across, Botswana, Eswatini, Ethiopia, Gabon, Ghana, Ivory Coast, Kenya, Mozambique, Nigeria, Rwanda, Tanzania, Uganda, Zambia and Zimbabwe. With its African network of more than 100 ISO-accredited laboratories, employing over 1,700 workers serving more than 4 million patients a year, Cerba Lancet Africa is now the leading force in local clinical pathology and medical diagnosis in Africa. is part of an internationally accredited pathology laboratory, the Cerba Lancet Africa Group.

For more information about Cerba Lancet Eswatini, its services and its survey, please visit <https://www.cerbalancetafrica.co.sz>.