

# Analytica 2026: Shaping the industry

## Welcome to IBR's newsletter, a new perspective on pharma communication.

In this **monthly newsletter** powered by IBR, we want to bring all interested parties the latest news and most relevant events in the pharmaceutical and laboratory sector. For us, science and innovation **progress thanks to collaboration** across the different worlds within the scientific field, **and that's why we want to bring you all together around this launch** to create a space where **everyone can contribute and learn**, equally.

The approach will be **100% collaborative**: each month, we will **send you our newsletter** featuring a hot topic of the moment and some insights we consider important. Afterwards, **we'll open a discussion on our LinkedIn profile** (IBR InnovaSystem), so **stay tuned**—and if you're not following us yet... now is the perfect time!

We look forward with great excitement to this new project, which we believe will **unify the sector's opinions around topics that matter to us**, while also opening our eyes to new perspectives and giving a voice to those in the sector who currently have no channels to express their opinions and needs.

Thank you for reading!

## Analytica 2026

We couldn't overlook that the launch month of our newsletter coincides with **one of the most important events in the sector**: analytica. So we're taking this opportunity to highlight the **main insights** this event brings to the table, as the laboratory advancements throughout this year will follow the directions outlined in the timeline set by this event.

As many of you already know, **analytica has been bringing together industry professionals for over 50 years** to share the latest laboratory developments each year. In the coming days, these professionals will gather once again—this time in Munich—to collaborate and work day by day creating **efficient, clean, collaborative, and safe laboratory environments**.

### What will be discussed at analytica 2026?

This year's hottest topics revolve around a **new concept of the laboratory: intelligent, adaptive, automated, and sustainable**<sup>1</sup>.

#### Laboratories 4.0 – The main trend in recent years.

Automating measurements, data collection systems, and other laboratory processes **helps reduce frustration and ease the workload for staff, as it minimizes human error and ensures more accurate measurements and data collection**. Greater efficiency, enhanced safety, and improved workflows make our environment more relaxed and productive<sup>2</sup>.

#### Artificial Intelligence and Automation

This goes hand in hand with Laboratories 4.0, as implementing automated and AI-driven systems makes laboratory work more efficient, safe, and sustainable. **These systems help mitigate production peaks by supporting human teams to streamline processes**. Among the many benefits are early error detection and automatic correction, increased process reliability, and time savings by automating routine daily tasks<sup>3</sup>.

#### Sustainability

A topic that is becoming increasingly important, but where there is still much to do. Each of us can contribute in small ways to reduce our environmental impact. The concept of the **"green lab"** is rapidly growing, raising awareness that **caring for our environment is the most important step to continue advancing**. Reducing energy consumption, using sustainable materials, optimizing material transport, and employing durable furniture and instruments – every small action counts<sup>4</sup>.

### Where does IBR stand with these concepts?

One of our core pillars is sustainability. **We focus on collaboration and the effective use of space. We firmly believe that we can make things easier for everyone thanks to our modular furniture system**, which is easily customizable and can adapt to the needs of any moment with a simple adjustment by any laboratory member.

In this way, we **reduce the need for construction or remodeling** within the workspace, as well as investment in new furniture depending on the type of project, thereby **lowering our carbon footprint**. We also collaborate with strategic partners to **optimize and shorten shipping routes**.




### Automation and Artificial Intelligence

We collaborate with brands like **Linak**® to **automate functions** that, until recently, were performed manually. For example, in our **Oxford Workstation**, **a single touch allows you to adjust the height** of the work surface to suit your needs.



Desk panel detail

 **Customizable reminders** every 45–60 minutes to maintain good posture and promote both **rest and worker efficiency**.

 **Programmable heights** as "favorites."

 Bluetooth connection for **remote control** via app.



Workstation Oxford







App control detail

Beyond desk control, the app offers additional features related to ergonomics, workplace health, and connectivity.

### And you, what do you think about all this?

Whether you're an employee or a manager, Laboratories 4.0 will become the environment where you'll be working in the not-so-distant future. That's why we want to pose a few questions before opening the conversation on our LinkedIn profile:

-  **Will you be attending analytica 2026? Do you plan to attend any talks in particular?**
-  **Do you think automating certain workflows is an improvement for the sector, or do you prefer the traditional methods?**
-  **Do you believe the human factor will remain important even with AI present in our daily lab work?**
-  **Do you consider sustainability important, or is it still a topic that feels distant to you?**

**We look forward to seeing you on our LinkedIn for an open debate on these questions!**



1. <https://analytica.de/en/munich/industries/topics/> , consulted on 20/03/2026  
 2. <https://analytica.de/en/munich/industries/future-lab/> , consulted on 20/03/2026  
 3. <https://analytica.de/en/munich/industries/lab-automation/> , consulted on 20/03/2026  
 4. <https://analytica.de/en/munich/industries/sustainability-in-the-lab/> , consulted on 20/03/2026