



## The American Society of Plant Biologists launches flagship journals on HighWire Press's JCore platform

The American Society of Plant Biologists (ASPB) has just announced that its two flagship journals, *The Plant Cell* and *Plant Physiology*, are now live on HighWire's JCore platform. The Society is excited to be able to demonstrate the new sites at their upcoming Plant Biology 2017 annual meeting in Hawaii, which starts this Saturday 24<sup>th</sup> June.

"ASPB's move to HighWire's powerful JCore platform allows the Society to disseminate their rich content more effectively and dynamically," says HighWire Press CEO, Dan Filby. "The new sites' features, functionality, and UX design, ensure that readers and authors can find what they're looking for when they need it. We are looking forward to continued collaboration with ASPB."

"We're thrilled with the new sites and the clean, accessible, and informative presentation they provide", commented Crispin Taylor, CEO at ASPB. "ASPB has worked with HighWire for many years and we knew with their expertise that the end results would provide exactly what our readers expected."

The new sites are available here: [www.plantcell.org](http://www.plantcell.org) and [www.plantphysiol.org](http://www.plantphysiol.org)

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### About American Society of Plant Biologists

ASPB was founded in 1924 to promote the growth and development of plant biology, to encourage and publish research in plant biology, and to promote the interests and growth of plant scientists in general. ASPB publishes two world-class highly cited journals, *The Plant Cell* and *Plant Physiology*, and organizes conferences and other activities that are key to the advancement of science.

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### About HighWire Press

HighWire Press, Inc. offers essential online publishing solutions to develop and deliver research publications and online learning products for academic and research communities. With offices in the US and the UK, HighWire provides strategic consulting, professional services, and innovative open platform technologies to publishers and professional associations around the world.

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