

InVitria Optimizes Hybridoma Cell Culture with new product Zap-Hybridoma

For diagnostic and monoclonal antibody production, Zap-Hybridoma improves target antibody purity and hybridoma productivity

Fort Collins, CO March 2, 2010 –InVitria’s launch of Zap-Hybridoma provides a powerful solution for hybridoma cell culture. Zap-Hybridoma was created to improve monoclonal antibody productivity and deliver easier purification of the target product.



Zap-Hybridoma was developed by InVitria’s Cell Culture Development team as an answer to many of the challenges facing scientists working with hybridoma cell culture. “Not only can Zap-Hybridoma increase productivity, it delivers consistent results and allows hybridoma cells to more quickly adapt away from FBS (fetal bovine serum),” said Dr. Steve Pettit, InVitria’s Director of Cell Culture Development. “We tested Zap-Hybridoma in six of the leading commercial hybridoma media on the market today and observed faster cell growth, a 50% average increase in maximum cell density and increased monoclonal antibody yield when compared to the recommended use of the manufacturer.”

“Zap-Hybridoma is an innovation InVitria is proud to bring to its customers so they can achieve better performance more consistently,” said Scott Deeter, InVitria President and CEO. We developed Zap-Hybridoma to give users an IgG free alternative to FBS without sacrificing performance.”

Zap-Hybridoma vs. FBS

	Zap-Hybridoma	FBS
IgG Free	YES	NO
Consistent Performance	YES	NO
Defined & Animal Component-Free	YES	NO
Accelerates Adaptation to Serum-Free Media	YES	NO
Lowers Operating & Capital Costs	YES	NO

To order your sample of Zap-Hybridoma or to receive more information, please visit [Zap-Hybridoma](#).

About InVitria – [InVitria.com](#)

InVitria specializes in cell culture media optimization for the biotechnology industry. InVitria develops, manufactures and markets a portfolio of high performance and well defined cell culture media components and reagents used in

bioprocessing, biopharmaceutical formulation, stem cell & regenerative medicine,
life science research, medical devices and diagnostics.

For more information about InVitria's product solutions, e-mail info@InVitria.com
or call 1-800-916-8311.

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