



## **FBS SUPERIOR**

### **A) Background**

Testing of suitable FBS lots is still a procedure performed in the majority of cell laboratories nowadays. Being of biological origin, serum lots tend to be different in performance which might lead to a deterioration of standards, and experiment results. As it holds true on the other hand, that most laboratories are working with standard cell lines, such as HELA, BHK 21, CHO, MDBK etc., it is most desirable to have a serum supplement available that supports all standard cell lines in a suitable way with little or no fluctuation. One such attempt has been the introduction of 'FBS Gold' into the market, a product manufactured by the Austrian cell culture company PAA, and marketed with the claim to set a high level of performance with almost no differences between lots.

### **B) Product Profile**

To offer the standard cell culturist a supplement with very high lot to lot consistency, the Biochrom R&D has worked out a formulation how to standardize FBS, EU-approved, to being offered to the academic audience. This goal was achieved in two ways:

- 1) Sub-lots of raw serum are blended in a way that only a very small part of the final 1000 litre lot is actually newly introduced, and deviation from standard performance is avoided.
- 2) A mixture of fully synthetic components is added to the serum before filtration. This supplement only stands for very little percentage of the total quantity, and does not contain any proteins neither of animal nor plant origin. All components are fully characterized, and do not require an extra declaration.

FBS Superior was introduced to the German market in August, 2006. Sales representatives were asked to select a suitable number of B-testers to whom the background of the product was detailed. FBS Superior was tested in comparison to normal FBS, EU-approved, and tests were also established to look at the performance of two different FBS Superior lots. The results were of positive surprise in two ways:

- Not only the high lot to lot consistency (almost no detectables) have been proved, but also the superior performance was reported from those B-testers.
- Following this successful introduction, FBS Superior is now offered to all customers culturing standard cell lines.

### **C) Packaging and availability**

As with normal EU-approved FBS, FBS Superior is offered at a bottle size 100 to 500 ml, the reference numbers are S 0613 (100 ml), and S 0615 (500 ml). Handling, thawing, and application rules are identical with those for EU-approved serum

### **D) Pricing and marketing**

Pricing of the new product is identical with FBS, EU-approved; the idea is to have 20 to 25% of serum customers that will not any longer perform testing, but order the product for their cell culture in the same way as they order a particular cell culture media without mentioning any specific lot. Baring in mind, however, that cell culturists are quite a conservation community, one should allow to stick to a particular lot in the beginning, and then have eventually convinced the customer of the high lot to lot consistency, and superior performance of the product.