

Novozymes rebrands human rAlbumin portfolio

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Novozymes rebrands recombinant human albumin portfolio



Singapore: Novozymes Biopharma has introduced new brand and visual identity for its recombinant human albumin (rAlbumin) portfolio. As part of the rebranding, Novozymes will bring both of the company's rAlbumin products under its well-established Recombumin brand. Albucult will be renamed Recombumin Alpha, while Recombumin will now be known as Recombumin Prime in order to better synchronize the company's product offering and create clarity for customers.

The molecule in Novozymes' two rAlbumin products is identical in respect of amino acid sequence and protein structure. They are both expressed in Novozymes' proprietary *Saccharomyces* host and are manufactured in compliance with ICH Q7 cGMP guidelines. The products' physicochemical properties and customer applications are essentially identical and the name change has been introduced to allow Novozymes to market these two albumins under a single family name.

Novozymes' rAlbumins provide a secure supply of batch-to-batch consistent materials and are supported by a strongly documented safety package and drug master file. With excellent purity profiles and offering an established pathway through the regulatory approval process, the products have earned a strong reputation in the industry for helping customers to facilitate the safe and successful commercialization of new products.

"Novozymes is delighted to announce that it is synchronizing the branding of its rAlbumin products under the Recombumin family name to enhance the clarity of the company's product offering, while still providing customers with the same superior solutions", said Mr Dermot Pearson, marketing director, Novozymes Biopharma. He continued, "Since we launched our rAlbumins the portfolio has gone from strength-to-strength helping Novozymes to become one of the fastest growing companies in the industry."

Novozymes' rAlbumins are compliant with the National Formulary (NF) rAlbumin human monograph published by the US Pharmacopeia (USP) and have been optimized to deliver stable, safe and regulatory compliant ingredients for the medical device, drug delivery and formulation markets.