

Online Video of InVitria's Zap-CHO Helps Scientists Maximize CHO Cell Culture Performance

Looking for the ultimate CHO cell culture supplement? InVitria has what scientists have been asking for! Zap-CHO is a robust CHO cell culture media supplement that improves the growth and productivity of CHO cells. Developed for scientists seeking maximum CHO cell culture performance, Zap-CHO is an animal free, well defined and consistent recombinant CHO supplement.

Fort Collins, CO December 15, 2009 – Scientists working with CHO cells can now access an informational online video featuring a presentation by Dr. Steve Pettit, InVitria's Director of Cell Culture Product Development. [Zap-CHO](#) is a robust CHO cell supplement that maximizes CHO cell line performance and speeds-up cell line development processes. Zap-CHO is not a hydrolysate; it is an animal free, well defined and consistent recombinant CHO supplement.

Dr. Pettit guides viewers through the online video by describing the work done to test the effectiveness of Zap-CHO on CHO cell growth and productivity. "We tested Zap-CHO in the leading chemically-defined, serum- and protein-free cell culture media available on the market today," said Dr. Pettit. "In our tests, Zap-CHO increased cell growth an average of 190% across all media and extended cell viability by delaying apoptosis. Most importantly, Zap-CHO increased volumetric productivity an average of 179%."

In the video, Dr. Pettit points out the distinct advantages Zap-CHO gives scientists who are trying to improve their CHO cell line performance, including:

- Faster cell growth
- Higher peak cell density
- Reduced apoptosis
- Increased viability
- Maximized productivity
- Easy removal by Protein A chromatography during downstream purification

Further, Zap-CHO helps scientists working in clone selection by improving growth and shortening timelines; in seed train expansion by reducing the amount of time from cell bank to bioreactor; in cell adaptation by reducing the timelines for media adaptation; and, in bioproduction by maximizing antibody titre.

To watch the Zap-CHO product video [Click here](#).

To purchase Zap-CHO:

Email: info@InVitria.com

Call: 1-800-916-8311

Online: www.ZapCHO.com

About <http://www.InVitria.com>

InVitria develops, manufactures and markets a portfolio of high performance and well defined cell culture media supplements and reagents used in bioprocessing,

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