

# WHEATON

## For Immediate Release

Company Contact: Tracy Neri-Luciano  
WHEATON  
+1.856.825.1100  
Email: [tracy.neri-luciano@WHEATON.com](mailto:tracy.neri-luciano@WHEATON.com)  
[www.WHEATON.com](http://www.WHEATON.com)

### **WHEATON Introduces CryoFeed – Valuable Help for Biobanking**

*A curated collection of useful information designed to help researchers preserve their cryogenic biospecimens*

WHEATON, the company that designs and delivers today's most innovative solutions for the laboratory research, diagnostic packaging and specialty pharmaceuticals industries, announces the launch of a web-based information resource for researchers who cryopreserve biological specimens. CryoFeed ([www.cryofeed.com](http://www.cryofeed.com)) is a new microsite where scientists can find the latest biobank related news and technical tips for topics like sample containment, management (tracking, batching and storing) and processing. Visitors can sign up for free updates, post comments to articles they have read and suggest topics for new articles.

Each week, technical experts at WHEATON receive scores of questions about sample containment-related issues. CryoFeed was developed to provide answers to many of these technical questions. The biomedical and life sciences research communities have clearly identified the need to secure knowledge concerning the biological, physiological and genetic characteristics of individual biological specimens, and cryogenic storage is rapidly becoming a priority in sample management for research facilities of all sizes and disciplines. Samples are collected and cryogenically stored at hospitals, universities, public and private research institutions and pharmaceutical laboratories. The interest in biobanks and long-term biological storage is increasing rapidly. "Biobanking will transform the way we see disease developing," says Carolyn Compton, M.D., director of the Office of Biorepositories and Biospecimen Research, an office of the National Cancer Institute.

"Our close relationship with scientists and researchers in life science has enabled us to identify the unmet need for practical, helpful information on long-term containment of biological specimens in low temperature," says Stephen R. Drozdow, president of WHEATON. "In the digital world we now live in, we feel that the CryoFeed is a natural step forward in our relationship with scientists and researchers," he added.

For more information, please visit <http://www.cryofeed.com> or contact WHEATON at 800.225.1437 in the USA, or 856.825.1100 for international callers.

#### About WHEATON

WHEATON admires those people who devote their life to science. It's this admiration that drives us to design and deliver today's most innovative solutions for the laboratory research, diagnostic packaging and specialty pharmaceuticals industries. It's this admiration that motivates us to offer the best customer service experience and most dependable products in the industry. And, it's with admiration that we stand behind those people who help move the world forward one discovery, one sample at a time. The WHEATON name means more than a legacy of the highest quality products and services; it stands for a commitment to honor the effort of all scientists... because it's their life's work.

###