



OriGene Technologies Updates Logo for Rebranding Its Expansion from Genomics to Proteomics

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OriGene updates its logo, signifying its evolution from genomic to proteomic market.

The logo modification includes an addition of antibody/antigen image to the previous logo, highlighting the expansion of OriGene’s product portfolio from genomic (plasmids/RNAi/PCR) to proteomic (protein/antibody/assays). In the past 25 years, OriGene has dedicated to creation of the world’s largest source of ready-to-use ORF expression clones and has well known as “Your Gene Company”. Building upon this solid foundation, OriGene has expanded its offering to recombinant proteins and developed unique antibody product line of TrueMAB, UltraMAB and TrueRAB (Rabbit Monoclonal). These proteins and antibodies have gained increasing popularity among the assay developers, both for research and IVD diagnostic fields.

“The logo change marks a great milestone for OriGene’s growth.” Commented Dr. Xuan Liu, General Manager and Senior VP of OriGene. “While we have enjoyed a great reputation as a high-quality resource for ready-to-use expression cDNA plasmids, we never stop reinventing ourselves by creating derivative products with the clones. Currently OriGene offers over 12,000 human full-length recombinant proteins, covering > 50% of protein targets. Moreover, OriGene has developed highly specific antibodies and created great building blocks for immunoassays. The growing revenue from protein and antibody marks the transition of OriGene from “Your Gene company” to a proteomics company.”

“The logo change can help our business partners and customers better understand OriGene’s mission, which is to provide high quality proteins, antibodies and assays.” Added Tracy Xie, Chief Executive Officer of OriGene. “By expanding OriGene’s product portfolio from genomics to proteomics area, we will make much more impact to accelerate scientific discovery. With 25 years of accumulation in material and expertise, we are in an excellent position to serve the market of protein target detection and monitoring.”

About OriGene Technologies

OriGene Technologies, Inc. is a gene centric life sciences company dedicated to support academic, diagnostic, pharmaceutical and biotech companies in their research of gene functions and drug discovery. OriGene's novel product line includes the world's largest cDNA and shRNA clone collections, ready-to-use Lenti particles, over 12,000 purified human proteins produced from mammalian (HEK293) cells, over 50,000 high quality primary antibodies including TrueMAB™ mouse monoclonal antibodies and polyclonal antibodies made against full-length proteins for the conservation of native epitopes, validated “mono-specific” monoclonal antibodies called UltraMAB®, which offer a unique solution to the critical issue of antibody specificity, >140,000 highly validated human tissues, and protein microarray products and services. For more information, visit www.origene.com.

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