



STRONG CLIENT RELATIONS THE KEY FOR CRB

▶ The cementing of existing relationships with customers, new product developments and evidence of new business in the pipeline all point to an exciting period of activity for Cambridge Research Biochemicals (CRB).

Indeed, 2005 has been another strong performing year for the company since it went through an MBO in 2000. And looking at some of the developments taking place behind the scenes at this world class organisation, it's easy to see why.

CRB provides high quality custom peptides to the world's research communities with speed and flexibility.

Founded in 1980, the company is based in Billingham at Belasis Hall Technology Park and is focused on the custom manufacture of peptides – it was the first company to commercialise Fmoc solid-phase peptide synthesis.

Says Emily Humphrys, director at CRB: "Our customers are able to access the experience that has come from our 26 years of peptide synthesis. We believe in building strong relationships with clients and encourage dialogue to ensure that correct peptide and peptide specification are chosen."

An example of these strong relationships is that which CRB has

with its Pharmaceutical account customers – GSK, Pfizer and AstraZeneca.

In 2003, all three were going through an intense e-procurement programme with important implications for their suppliers. CRB, a key supplier to all, was quick to embrace the changes.

Says Emily: "They were all moving towards an electronic purchasing system using the ARIBA website. We have seen this as a very positive step as it means they are decreasing the number of suppliers they use for research reagents – meaning that, provided we stay at the top of our game, there are greater opportunities and preferred supplier status for us."

The work of CRB is complex, the company providing custom peptides to early drug discovery researchers within many of the world's major pharmaceutical companies.

Indeed, it has agreements and longstanding relationships with over ten major pharmaceutical R & D sites and supplies these companies with research tools all year round.

Peptide requirements have increased steadily over the last 20 years due to a combination of ever-increasing work in the fields of genomics and proteomics and the pharmaceuticals R & D industry's move towards outsourcing reagents.

As far as the business development prospects at CRB are concerned, this trend has spelled good news.

The company has an annual agreement to make the majority of peptides required by Pfizer at all their USA sites in Connecticut, Missouri, California, Michigan and Sandwich, Kent, UK R & D sites.

Other long-standing customers are: AstraZeneca at Loughborough and Alderley Edge, UK; GlaxoSmithKline at Stevenage and Harlow, UK; Merck & Co at New Jersey and Pennsylvania, USA;



MARK LANE reports on the tremendous progress of Cambridge Research Biochemicals

and Schering Plough at New Jersey, USA. With 50 per cent of its sales coming in the form of exports to the US, it is clear that CRB is a world class business with a global outlook.

New business development is high on the agenda at the company this year. With this in mind, it has forged relationships with stable isotope provider, Cambridge Isotope Laboratory (Andover, MA, USA) and strengthened its alliance with GE Healthcare (still trading under the name, Amersham Biosciences).

Peptides labelled with stable isotopes are the perfect tools for studying protein fragments and the science of proteomics by using very powerful mass spectroscopy and nmr techniques. This is a new niche for peptides but uses the technology CRB already knows and gets the company into a new market segment, extending its portfolio.

Adds Emily: "Another great positive is

our relationship with Amersham Biosciences (now owned by GE Healthcare). Since late 2001, we have been making fluorescent labelled peptides for their customers using Amersham's own proprietary fluorescent dyes (Cy dyes) used for assay development and screening studies. In 2004, they awarded us with the sole global supply agreement to synthesise Cy dye labelled peptides for our own customers, a key differentiator for CRB." CRB has recently recruited a European sales manager based in France to extend its products in to Western Europe.

Emily concludes: "We aim to keep our longstanding relationships and contracts with our major Pharmaceutical clients, to acquire business from new R & D sites and the biotech market in the rest of Western Europe, and to create growth from new collaborations in new market segments."



For more information on the company, please call **01642 567180** or visit **www.crb.gb.com**