

Isobionics wins BioBusiness Award 2008

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Isobionics has won the BioBusiness Award 2008. The award was presented at the BioBusiness Event on 21 May by Prof. Dr. Ada Kruisbeek of Life Sciences Center Amsterdam and VU & VUmc Technology Transfer Office. The prize of €15.000, a combination of in kind and cash, is sponsored by TNO, SBHR, Wesseling Company Strategics, Schuttelaars & Partner, Bionieus and BiotechNews.

Isobionics is a new company that will develop and produce flavors and fragrances. This will be done on the basis of technological knowledge of DSM that is also used by DSM itself in its food activities, making this a unique example of open innovation. Isobionics will focus its activities on flavors and fragrances produced by means of fermentation. Its final products are natural substances, the so-called isoprenoids. The first product that Isobionics wants to produce in 2010 is valencene, or citrus aroma, a substance that is currently distilled from orange peels, making it relatively expensive. Toine Janssen, Chief Executive Officer of Isobionics: "The current method of producing valencene is extremely laborious, uses a lot of energy and is dependent on seasonal influences and the harvest, among other things. The new production process will enable us to deliver a better and constant quality, which in particular means a higher purity. In combination with a substantially lower cost price, this will give us a decisive edge over existing competitors."