

# Case Study:

## Streamlining the Worldwide Distribution of Novel Cell Lines

### Summary

Kerafast enabled a lab to easily outsource its cell line distribution, leading to significant time and money savings.

### Researcher

Jaime Modiano, VMD, PhD

### Institution

University of Minnesota,  
Twin Cities

### Reagent

Canine Cancer Cell Lines

### Joined Kerafast

July 2015

### The Situation

The Modiano lab is dedicated to advancing understanding and treatment of canine cancers. They study how cancers in dogs are similar to those in humans, applying what they learn from our companion pets to people and vice versa. They then translate that knowledge into the clinic, developing diagnostic tests and therapeutic tools for better cancer treatment and prevention.

As part of their research, the Modiano lab has created numerous canine cancer cell lines from dogs with melanoma, osteosarcoma or hemangiosarcoma. The cell lines are authenticated and grow *in vitro*, and some form tumors in immunodeficient mice.

Unique models for studying canine cancer, these cell lines have been popular with researchers worldwide for nearly 20 years. Investigators were frequently requesting access to the cell lines through traditional Material Transfer Agreements (MTAs), and the Modiano lab managed all paperwork and shipping internally.

### Our Approach

At a conference, Kerafast met with a licensing officer from the University of Minnesota Technology Commercialization office, who thought Dr. Modiano's cell lines would be a good fit for the Kerafast program. A license agreement was established, eliminating the need for traditional MTAs, and 11 different cell lines were added to Kerafast's online catalog.

The Modiano lab provided aliquots of the cell lines, and Kerafast's in-house lab expanded them and froze down vials for storage. Now, when researchers want access to a cell line, they simply place their order and agree to an online click license via the Kerafast website. The Kerafast team then ships the appropriate cell line to the requesting lab, handling all customer questions, order tracking and other logistics.

"Kerafast has the infrastructure to manage challenges associated with providing cells to researchers within and outside of the United States," Dr. Modiano said.

Kerafast has also promoted the cell lines to researchers worldwide, further spreading the word about their availability and usefulness. Promotional activities have included sending targeted emails to relevant researchers, developing a blog post shared by both Kerafast and University of Minnesota, featuring the lab on Kerafast's homepage, and including the cell lines in product brochures distributed at scientific conferences.

As interest in the cell lines continues to grow, Kerafast still manages all cell culture and distribution logistics. "Working with Kerafast has been amazingly easy," Dr. Modiano said. "They understand researchers and their needs and they have helped accelerate the pace of our science."

## Contact Us

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## The Results

Since joining the Kerafast program, Dr. Modiano's cell lines have been ordered 114 times by scientists at 44 research institutions in 10 countries across 5 continents. The sales have generated thousands of dollars for both the Modiano lab and University of Minnesota, with Kerafast sending 12 consecutive quarterly royalty payments.

In addition to generating money, the program also saves the lab even more. Before working with Kerafast, Dr. Modiano said an internal lab member was spending a significant amount of time managing the paperwork, cell growth and shipping required to distribute their cell lines. Now, the lab doesn't need to allocate staffing or materials to fulfill cell line requests, freeing up resources for further research.

The reach of the cell lines has also been extended. Kerafast customers have cited the cell lines in peer-reviewed journals such as *Frontiers in Immunology* and *Veterinary and Comparative Oncology*. The cell lines have been ordered by investigators at a variety of research institutions, including:

- Universities worldwide, such as Cornell University and University of Cambridge
- Treatment centers, such as Beth Israel and Nationwide Children's Hospital
- Pharmaceutical companies, such as Merck and Zomedica Pharmaceuticals

The entire process, Dr. Modiano said, has been simple, and he's enjoyed interacting with the Kerafast team. He has referred colleagues to the program, and in 2018, he added more cell lines to the Kerafast catalog. The lab's list of available cell lines is now up to 16 and will hopefully continue to grow.

"After managing distribution of cell lines directly from our lab for more than 15 years, we are delighted with the solution provided by Kerafast," Dr. Modiano said. "Our cell catalog is now centralized, we have realized savings in labor, and we have virtually eliminated the paperwork required on our end."

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## About Kerafast

The Kerafast mission is to advance life science research by facilitating access to reagents from leading laboratories around the world. Our online platform provides rapid access to unique and difficult-to-find reagents, helping remove traditional barriers to transferring biomaterials. We also return a generous portion of every sale to the contributing scientists and their institutions.

This creates a global community of scientists accessing *Reagents for the Greater Good* to accelerate their own research as well as scientific progress overall.