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## ORIGEN UNVEILS NEW LOOK FOR SHIPPING CARTONS

**AUSTIN, 13 SEPTEMBER 2022:** OriGen Biomedical, Inc., a leading producer of cryopreservation, cell culture, and respiratory products, has unveiled updated carton artwork. Created in partnership with [ColorWorks Creative](#), the new look will apply to all seven of the various-sized cartons that OriGen uses to ship products to customers.

OriGen started working on the new packaging design last year; aiming to create more brand awareness and customer visibility. The new design features elements from OriGen's current branding to ensure consistency and easier identification. Specific carton updates include:

**Darker, more legible color of blue:** The new cartons feature a navy blue design on the white boxes, which should be easier to read.

**Logo and contact information printed on multiple sides:** The OriGen logo is now featured on multiple sides of the carton for easier identification at a glance.

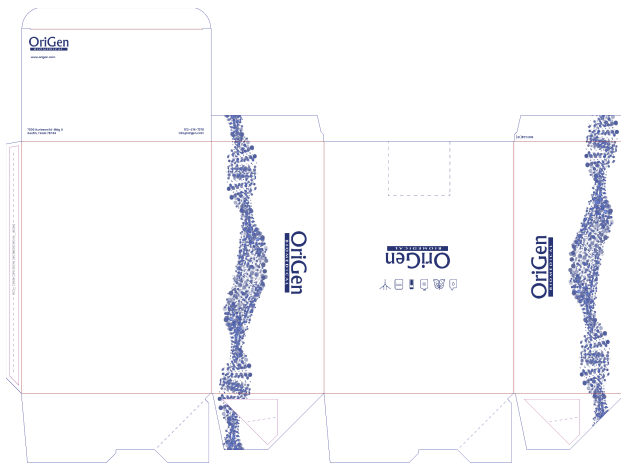
**More consistent branding:** The new cartons display the cellular graphic on the sides of the box that is featured on other OriGen-branded assets.

“We are very excited to roll out this new carton artwork,” said Kirsten Krupps, OriGen's Product Marketing Manager who oversaw the artwork update. “The new artwork better represents the OriGen brand and should make it easier for customers to spot their OriGen products.”

The cartons featuring the new design are labeled RM13.02, RM13.04, RM13.14, RM13.15, RM13.16, RM13.19, and RM13.21. This artwork update does not affect the carton materials

or sizes, these will remain the same. OriGen anticipates the new carton artwork to be used within the next couple of months after the previous stock has been depleted first. This artwork update will not affect any shipping times. OriGen is working diligently to get orders fulfilled.

Please keep an eye out for your next shipment from OriGen, as it may look a little different!



***Mock up of new artwork and all 7 cartons with the new design***

### **ABOUT ORIGEN BIOMEDICAL™**

OriGen Biomedical, Inc. is a leading producer of cryopreservation, cell culture, and intensive respiratory care products. OriGen's focus is to produce a range of products to support the treatment of cancer, genetic conditions, and other life-threatening diseases. Our products are designed with the patient and user in mind, and we strive to maintain excellent customer service to ensure that patient care is the priority. Quality is the foundation of all product designs at OriGen, and each product is produced with the intention that it will improve patient health. Founded in 1997 and headquartered in Austin, Texas, OriGen is certified annually to ISO 13485 standards and regularly inspected by the FDA, MDSAP, ISO certification organizations, and our customers. To learn more visit [www.origen.com](http://www.origen.com) and follow us on [LinkedIn](#) and [Twitter](#).

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