



Trust in a bottle

Trust through **expertise**

We are the European control sera specialist – we know what it takes to provide high-quality control materials.

Industry pioneer

Every day, patients around the world have their blood and other biological fluids analysed by laboratories, the results of which provide doctors with a basis for clinical diagnosis. The quality of this diagnosis depends on the reliability of the analyses and therefore on the laboratory's quality assurance (QA) system. Quality control (QC) materials are at the heart of any QA system, hence the importance of using QC materials that the laboratory can rely on.

Founded in 1963 by Professor Dr. med. Lorentz Eldjarn, SERO became a world-renowned pioneer in quality assurance in laboratory medicine. Our first product Seronorm™ was one of the first commercially available QC materials in the world. Professor Dr. med. Eldjarn's extensive professional knowledge and passionate interest in laboratory quality assurance resulted in a company that is passionately dedicated to quality controls. Today, several decades later, our materials have gained a world-wide reputation for their high quality.

QC expert

Over the years, we have developed extensive expertise in the development and production of QC materials, especially in the fields of clinical chemistry and immunochemistry. The number of components incorporated into these products has grown in order to fulfil the needs of the rapidly evolving field of laboratory medicine.

Quality through specialisation

Producing QC materials is not just one of our activities; it is our only production activity. This gives us the knowledge, competence, dedication and technical expertise to produce world-class products that have been present for decades in international markets, and particularly in quality-demanding markets like Scandinavia, Germany and Japan, the latter being our most important export country.

Highly socially responsible

Ethical values are fully integrated into everything we do, from the purchase of raw materials to how we establish and maintain customer relations. These ethical values, along with our code of conduct to which our suppliers adhere, are proof of our commitment to corporate social responsibility.



1963

Establishment of SERO, the oldest quality control manufacturer in the world. SERO and Nycomed (previously Nyegaard AS) enter into close cooperation to produce, market and distribute quality controls. Launch of Seronorm™.

1965-75

Seronorm™ receives wide international recognition. Different Seronorm™-branded products become synonymous with internal quality control in Northern and Western Europe. Distribution starts in Japan in 1972.



1975

Prof. Dr. med Lorentz Eldjarn receives the IFCC (International Federation of Clinical Chemistry) Distinguished Scientist Award in Toronto.

1998

SERO takes over the responsibility for all activities from Nycomed. In addition SERO starts the direct distribution of the Seronorm Products in Norway (same occurs in Sweden/ Denmark in 2005 and Finland in 2020).

2004

ISO 9001 & 13485 certification.

2016

SERO establishes SERO Bioscience & Technology (Beijing) Co. Ltd. in Beijing.

1994

The SERO laboratory is one of the first laboratories in Scandinavia to become accredited against EN 45001 ISO Guide-25.

2001

SERO opens a new production unit specially designed for the filling and lyophilisation of control materials, including the sterile filling of liquid products.

2013

SERO celebrates 50 years of service to laboratory medicine.

2018

For the first time in its history, SERO produces more than two million vials in one calendar year, positioning SERO as one of the industry leaders.

"SERO is proud of more than half a century of expertise and dedication to providing high quality and commutable control materials to ensure accuracy and reliability of testing in medical laboratories."

Knut Eldjarn, Chairman of the SERO Board and son of the SERO's founder

Trust through **quality**

World-class products for quality-conscious customers

From pioneer to the forefront of the industry

By delivering a high level of quality since 1963, SERO has become one of Europe's largest QC producers, with a yearly production of more than 2 million vials. The launch in 2002 of Seronorm™ Immunoassay – the IVD industry's first truly consolidated Immunochemistry QC material – has significantly contributed to meeting an important need of the laboratory community, as having many components in one single vial allows to save money, time and space. SERO is now recognised as one of the international leaders in the field of immunoassay and cardiac controls.

Giving you options

Our production facilities have the capacity and flexibility to produce small, medium-sized and even very large batches. We manufacture liquid and freeze-dried, single and multi-component human-based products in order to meet the different needs of IVD organisations and medical laboratories.

Consistent quality

Highly controlled manufacturing processes, all product-related activities (purchasing, R&D, production including lyophilisation, accredited laboratory, logistics) under the same roof, the strict selection of raw materials, the in-house production of some major components, and our high level of expertise are our main assets for meeting our partners' and market needs, as well as ensuring the highest level of quality and consistency from batch to batch. The high, consistent quality – one of our main characteristics – is deeply appreciated by our quality-conscious customers, which include large, international laboratory chains, highly reputable hospital laboratories, as well as a large number of IVD organisations, including several of the top ten IVD companies in the world.

1963

Launch of Seronorm™, one of the world's first commercially available control materials.

1979

Human-based control. Launch of Seronorm™ Protein, the first SERO control material based on a human source.

1984

Trace Elements. SERO launches Seronorm™ Trace Elements, which will become a standard for analysing trace elements in whole blood, serum and urine.

1985-86

Launch of Seronorm™ Hormone and Seronorm™ Human. Both products pave the way for many tailor-made clinical chemistry and immunochemistry lots produced for international IVD reagent- and instrument manufacturers.

1992

Seronorm™ CRP, the first CRP liquid stable control on the market. The first CRP Liquid control stable control on the market.

2002

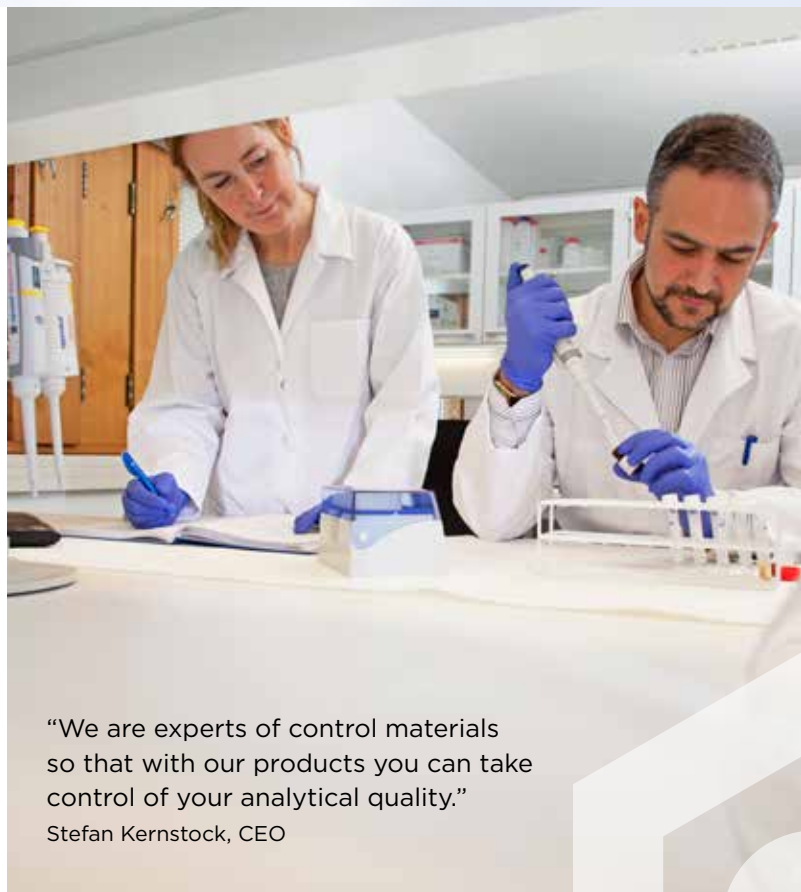
Launch of Seronorm™ Immunoassay Lyo., the IVD industry's first truly consolidated lyophilised Immunochemistry QC material with more than 50 different markers.

2006

Launch of Seronorm™ Immunoassay Liq., the liquid version of Seronorm™ Immunoassay Lyo. and the IVD industry's first truly consolidated liquid Immunochemistry QC material.

Over the years SERO has developed a wide expertise and can offer QC materials covering especially the following:

- hormones
- tumor markers
- cardiac markers
- proteins
- therapeutic drugs
- lipids
- enzymes
- trace elements



“We are experts of control materials so that with our products you can take control of your analytical quality.”
Stefan Kernstock, CEO



2014

Launch of Seronorm™ Cardiac Acute Liq., the most complete acute marker control on the market.

2020

Development of Pathonorm™ Cardiac Acute Liq. A SERO branded cardiac control specially developed for Siemens for use on their Point of care Atellical VTLi IA instrument

Trust through **partnership**

We are committed to delivering high-quality service.

Long-term partnerships

As we are an independent company without any activity that competes with our customers, we have an excellent starting point for trusted partnerships. Through an unchanged family ownership since our foundation and a controlled growth over several decades, we have established a corporate solidity and stability that forms the basis for the many long-term partnerships we maintain with our different customer groups: IVD companies and organisations, distribution partners and end users.

Customer orientation

Our philosophy is to be very close to our customers, whether they are end users, distributors or B2B partners. We have short decision lines that give us flexibility and allow us to focus on our customers' needs. No matter where you are based in the world, you will appreciate our timely feedback and our committed follow-up!

Leading distributor in Scandinavia

We distribute directly to Scandinavia and Finland allowing local laboratories to get straight access to our expertise as the producer. This along with the quality of both our support and our products have made SERO a leading QC distributor in one the most quality-conscious laboratory markets in the world.

Global partner

We collaborate with partners in more than 60 countries and more than 95% of our business consists of export. By choosing us as your QC partner, you get access to talent and diversity through highly skilled employees with an international orientation and background. To deliver you trust in a bottle.



Photo: Cecillie Aarås



Photo: PeopleImages

“Based on the 15-year relationship we have with SERO, the quality of their products has always been perfect, they have a good level of customer service and their price to quality ratio is excellent.”

Long-term customer



SERO provides both branded products and customized solutions.

We distribute directly our Seronorm™ product line to laboratories in Scandinavia and Finland. Outside this Nordic region the Seronorm™ products are handled by our international network of distribution partners.

We also customize productions to B2B partners, IVD companies – instrument and reagent manufacturers – as well as External Quality Assurance (EQA) organizations. Depending on the nature of the collaboration the finished product can either hold the brand of our partner or a SERO brand.

SERO's mission is to improve patient care by contributing to analyses that produce reliable results that are comparable from day to day and between laboratories.

Our core values reflect what is truly important to us as a company. They have been formed over decades and define who we are, what we do and how we do it.

We are ethical – our ethical values are reflected in everything we do, from the purchase of raw materials to how we maintain customer relations.

We are dedicated – we are proud to be a knowledge-driven company with highly competent staff dedicated to producing controls of the highest quality.

We are flexible – we have short decision lines that give us flexibility and allow us to focus on our customers' needs.



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