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Colorcon, ASHA Cellulose to develop barrier membrane formulations for nutraceutical industry

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By **Sanjiv Das** | May 8, 2025



Nutraceutical

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Colorcon, a global leader of film coating systems, specialty excipients, controlled release formulations and controlled atmosphere packaging for the healthcare industry, announced an exclusive partnership with ASHA Cellulose, a leading provider of organo-soluble Ethyl cellulose polymers widely used in the pharmaceutical and dietary supplement industries. As a part of this multi-year partnership, Colorcon will become the exclusive representative for the following ASHA products throughout Europe, the Middle East, Africa, Northeast Asia and Southeast Asia:

- ASHACEL - a family of multifunctional, water-insoluble, organo-soluble thermoplastic cellulose ethers that serve as binders, flexible film formers, taste-masking and time-release agents, rheology modifiers and more.
- ASHAKOTE - a 30 per cent aqueous dispersion of Ethyl cellulose, suitable for sustained release, taste-masking and moisture control, and used in regions where organic solvents are not acceptable.

“Colorcon is excited to announce our new partnership with ASHA Cellulose to further the support we provide to our customers in barrier membrane and multi-particulate development,” said Kurt Fegely, Vice President of Excipient Technologies at Colorcon. “ASHA has been a leader in the cellulosic polymer industry for more than 25 years."

Raju Shah, President for ASHA Cellulose, commented: “Asha Cellulose has been involved in manufacturing ASHACEL Ethyl Cellulose and ASHAKOTE Aqueous Ethyl Cellulose dispersion using in-house capabilities and a world-class infrastructure. With this partnership, we are confident that the unique combination of our polymer expertise and Colorcon’s technical prowess and customer reach will help us serve our customers better.”

Simon Tasker, Chief Executive Officer at Colorcon, concluded, “This partnership is a great example of our commitment to the pharmaceutical and nutraceutical industries. We are excited to bring together our two organisations to provide an enhanced product portfolio, high-quality

manufacturing and dedication to service excellence, supply reliability and technical expertise to our global customers.”

Read online: https://nuffoodsspectrum.in/news/7/22326/colorcon-asha-cellulose-to-develop-barrier-membrane-formulations-for-nutraceutical-industry.html
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