

Valid until 31.3.2019 with promo code BN-SNOW

# Why would you switch into Luna<sup>®</sup> qPCR family?

## I'm blue!

To help you to pipette me.

## I'm good quality!

To let you achieve efficiency of 90 – 110 % and  $\Delta C_q$  of  $\geq 3^*$ .

Why would you choose me?

## I'm fast!

To save time using ready-made mastermixes and supermixes.

## I'm compatible!

To fit a wide variety of qPCR devices.

## I'm simple!

To assist you when choosing the best option for your application.

Ask for samples!

Luna family  
-10 %



\* Take Luna brochure to see how qPCR performance is validated at NEB!

Part no	Product
E3010S/L	LunaScript RT SuperMix Kit – 25/100 rxns
M3003S/L/X/E	Luna Universal qPCR Master Mix – 200/500/1 000/2 500 rxns
M3004S/L/X/E	Luna Universal Probe qPCR Master Mix - 200/500/1 000/2 500 rxns
E3005S/L/X/E	Luna Universal One-Step RT-qPCR Kit - 200/500/1 000/2 500 rxns
E3006S/L/X/E	Luna Universal Probe One-Step RT-qPCR Kit - 200/500/1 000/2 500 rxns

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# Does it matter if your sequence is incorrectly amplified by a polymerase?


**YES, it does!** If you perform...

- ...cloning/subcloning of DNA for protein expression
- ...SNP analysis
- ...next generation sequencing

**NO, it doesn't!** If you perform...

- ...any application where the read-out is simply the presence or absence of a product

Q5® POLYMERASE	OneTaq® POLYMERASE
Fidelity ~280X <i>Taq</i>	Fidelity 2X <i>Taq</i>
Up to 20 kb template	Up to 6 kb template
Extension rate 10 s/kb	Extension rate 60 s/kb
For GC-rich samples	For GC-rich samples
Hotstart format available	Hotstart format available
Mastermix format available	Mastermix format available

 **Ask for samples!**

## Just need to detect a certain sequence?



- Add only your primers
- No need for thermal cycling
- Methods for Reverse Transcriptase-fluorescence, turbidity detection and endpoint visualization also available

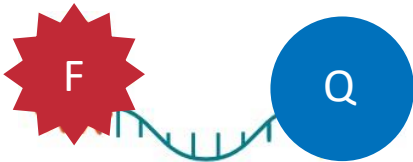


**Part no**      **Product**  
E1800S/L      WarmStart Colorimetric LAMP 2X Master Mix (DNA&RNA) – 100/500 rxns

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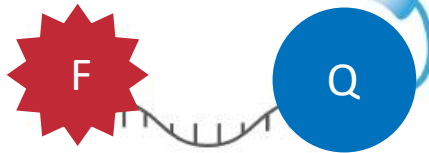
# Get free oligos!

1 purchased qPCR probe = 2 free primers!\*



## Double-Dye Probes

- Widely used
- Large range of dyes and quenchers available



## MGB Probes

- More specific and sensitive than standard double-dye probes
- More than 15 dyes available



## Molecular Beacons

- 1) 2'-O-Methyl RNA Molecular Beacon
  - RNA MBs have higher nuclease resistance, affinity, specificity and hybridization kinetics
- 2) Wavelength Shifting Molecular Beacons
  - Brighter than standard MBs

### \*Conditions:

- Each primer must be 15-30 DNA bases, unmodified and RP-Cartridge purified.
  - For Double-Dye and Molecular Beacon Probes: The synthesis scale of the primers must be similar to the probe one (10, 40, 200 or 1000 nmol).
  - For MGB Probes: The synthesis scale of the primers must be selected according to the MGB Probe delivered quantity as shown in the nearby table.
- Offer valid only for orders placed on [info@bionordika.fi](mailto:info@bionordika.fi)**



MGB Probe - delivered quantity	Primers - synthesis scale
6 nmol	40 nmol
20 nmol	200 nmol
50 nmol	1000 nmol

Epigenetics  
Seminar Tour  
coming soon  
- stay tuned!

diagenode

Chromatin Studies

DNA Methylation Research

NcRNA and RNA



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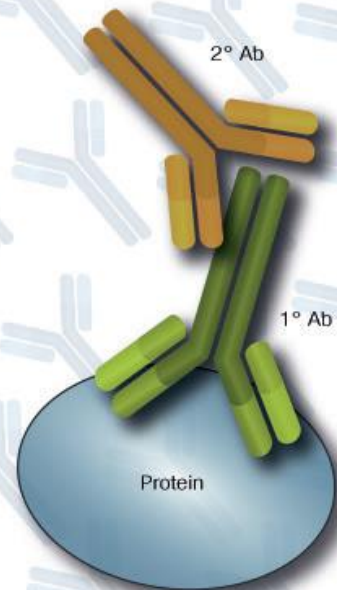
# Save on Secondary Antibodies

Buy one 1°Ab  
and get your  
2°Ab at 50%\*



Cell Signaling

TECHNOLOGY



## How about these?

- **#7074** Anti-rabbit IgG, HRP-linked Antibody
- **#7076** Anti-mouse IgG, HRP-linked Antibody
- **#8114** SignalStain® Boost IHC Detection Reagent (HRP, Rabbit)
- **#4412** Anti-rabbit IgG (H+L), F(ab')<sub>2</sub> Fragment (Alexa Fluor® 488 Conjugate)
- **#7077** Anti-rat IgG, HRP-linked Antibody
- **#4408** Anti-mouse IgG (H+L), F(ab')<sub>2</sub> Fragment (Alexa Fluor® 488 Conjugate)
- **#5127** Mouse Anti-rabbit IgG (Conformation Specific) (L27A9) mAb (HRP Conjugate)
- **#4414** Anti-rabbit IgG (H+L), F(ab')<sub>2</sub> Fragment (Alexa Fluor® 647 Conjugate)
- **#5597** Anti-biotin (D5A7) Rabbit mAb
- **#4413** Anti-rabbit IgG (H+L), F(ab')<sub>2</sub> Fragment (Alexa Fluor® 555 Conjugate)
- **#5151** Anti-rabbit IgG (H+L) (DyLight™ 800 4X PEG Conjugate)
- **#4408** Anti-mouse IgG (H+L), F(ab')<sub>2</sub> Fragment (Alexa Fluor® 488 Conjugate)
- **#4410** Anti-mouse IgG (H+L), F(ab')<sub>2</sub> Fragment (Alexa Fluor® 647 Conjugate)

50 %  
OFF!

## More available – ask!



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# Are you doing Live Cell Imaging?

Vector Laboratories VectaCell™ products enable and enhance live cell imaging.

## VectaCell™ Trolox Antifade Reagent:

- Reduce photo-bleaching and blinking during live cell imaging
- Trolox has a cytoprotective effect and low cytotoxicity

## VectaCell™ Acridine Orange:

- Stain acidic organelles such as lysosomes, autosomes and yeast vacuoles
- Excitation peak 475 nm, emission peak 590 nm

## VectaCell™ Rhodamine 123:

- For staining active mitochondria
- Excitation peak 505 nm, emission peak 534 nm



# Fluorescent Dyes & Probes

ReZolve™ and IraZolve™ - Novel, Photostable, Metal Ion Complex Fluorescent Cell Imaging Reagents:



- ReZolve-L1™ and IraZolve-L1™ can be used to detect lipid droplets in lipid storage cells.
- ReZolve-ER™ has rapid cell uptake and can be used for staining of the endoplasmic reticulum (ER)
- ReZolve-Alkyne™ can be used to track a compound of interest in cells or tissues by tagging azide functionalized molecules

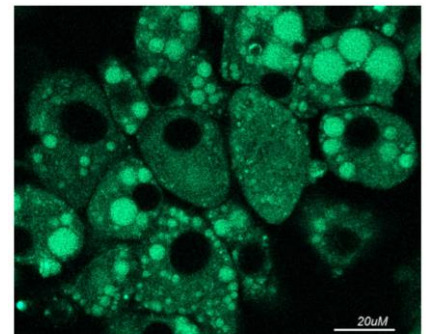
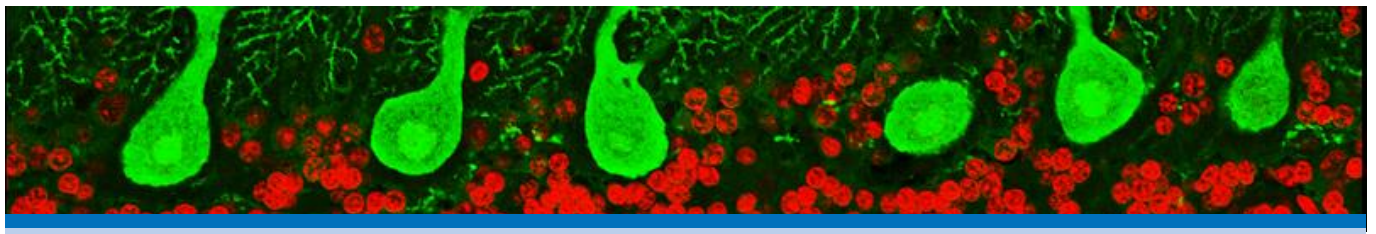


Figure 1. ReZolve-L1™ detected in lipid droplets in adipocytes.

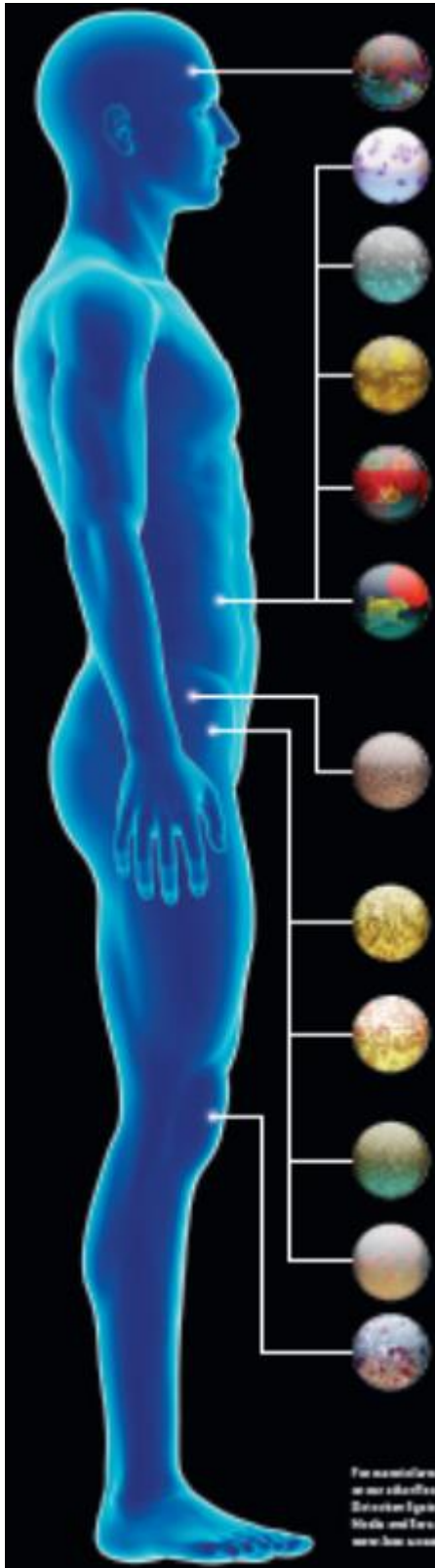
10 %  
OFF!

All fluorescent dyes and probes from  
Cayman Chemical

10 %  
OFF!



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# Get relevant data with Lonza's easy-to-use Clonetics® Primary Cells

## Authenticated primary cells provide relevant data

- Isolated directly from human tissue
- Normal, non-transformed, non-immortalized
- Look and act like normal cells *in vivo*

## Start your research right away

- Lonza's experienced specialists guarantee successful isolation
- Convenient – cryopreserved cells are ready when you are
- Spend time analyzing results, not building tools

## Ease of use

- Complete guaranteed system: cells, media, subculture reagents and protocol
- Broad donor and lot selection
- Normal and diseased cells for many cell types
- Reservation for follow-on studies possible

## Guaranteed quality

- Outstanding lot-to-lot consistency
- Qualified and tested to perform

## Examples of available human cells

- Epithelial cells, like NHBE or mammary
- Endothelial cells, like HUVEC, HAEC
- Smooth muscle cells
- Neural cells
- Hepatocytes



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## Optimized Media for each Primary Cell Type

### Proliferation and differentiation media

- Basal medium + SingleQuots™ Kit = **BulletKit™**
- Growth factors and hormones are packed in small vials and all the contents are added to the medium to get a complete media

### ReagentPack subculturing reagents

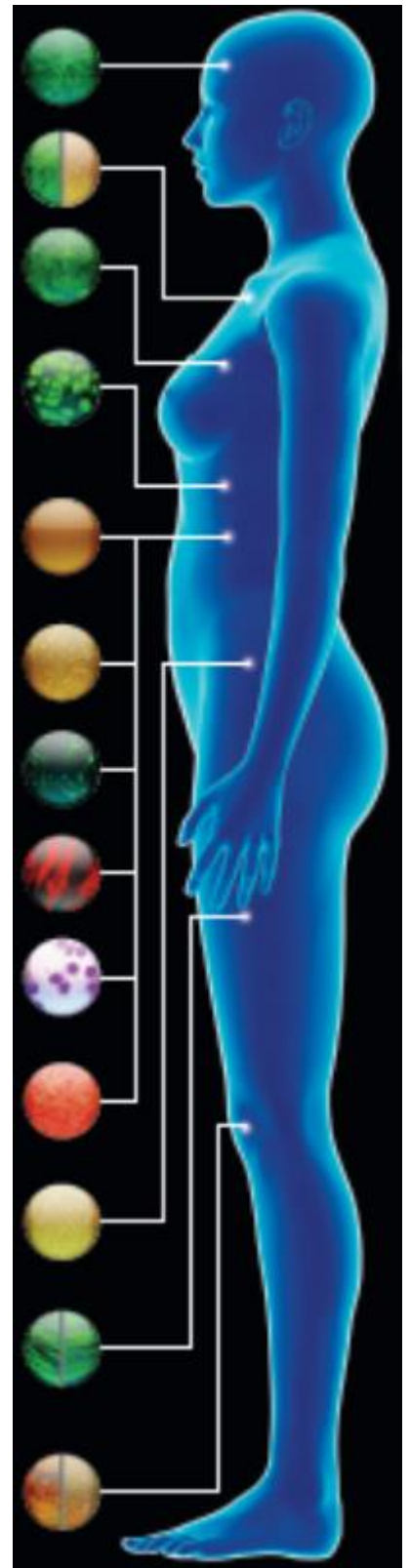
- Trypsin/EDTA
- Trypsin neutralizing solution
- HEPES buffered saline

**BulletKits** are formulated to optimally support consistent growth while maintaining the tissue-specific characteristics.



**Lonza**

**15% discount**  
from the Ready-to-Ship BulletKits  
when you purchase Clonetics cells from us



# Let's talk!



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