

Promega in the UK

Coming Soon - More Power To Your PCR!

Issue 17
June 2005

- GloMax™ Integrated Technologies
- New Kinase-Glo® Plus Luminescent Assay
- Wizard® Plus SV Miniprep Membrane Technology
- RT-PCR with AccessQuick™ RT-PCR System
- New CELL-FREE, Protein Synthesis System

We continue to expand our range of GoTaq® polymerase products with GoTaq® Green Master Mix, giving you the advantages of GoTaq® DNA polymerase formulations with our unique, built-in, gel running dye so you can go straight to gel analysis without the necessity of adding a separate loading dye.

- Advanced buffer and enzyme formulations offer robust PCR* with results typically better than standard Taq DNA polymerases
- One tube, one pipetting step. Add template, primers and go
- Go direct from thermocycler to gel analysis. The GoTaq® Green Master Mix Buffer serves as both amplification reaction buffer and gel loading solution
- No need to change your cycling conditions. Keep your existing conditions and improve performance
- Running dyes do not bind to DNA so you can easily move to downstream applications after clean up with the Wizard® SV Gel & PCR clean-up system

Reserve your free sample now!

Be one of the first to gain the benefits of GoTaq® Green Master Mix. Use the form on the back to ensure you receive your sample promptly.

Don't forget the rest of the GoTaq® range of DNA polymerase systems:

- GoTaq® Flexi DNA polymerase – Advanced buffer and enzyme formulation for enhanced PCR performance, supplied with green and colourless reaction buffers to suit your needs and separate magnesium solution for complete flexibility
- GoTaq® DNA Polymerase – The same performance and buffer choices as GoTaq® Flexi but with a fixed magnesium concentration for quicker reaction set up



For more information about the GoTaq® range and to request a sample of GoTaq® Flexi or GoTaq® DNA Polymerase, visit

www.promega.com/uk/gotaq

Product	Size	Cat. No.	Price
GoTaq® Green Master Mix	100 reactions	M7112	£59.00
	1000 reactions	M7113	£397.00

*The PCR process is covered by patents issued and applicable in certain countries. Promega does not encourage or support the unauthorised or unlicensed use of the PCR process. GoTaq® polymerase products contain aTaq, a naturally occurring post-translationally modified form of Taq polymerase. aTaq is not covered by European patent No. 028017.

GoTaq® Master Mix

www.promega.com


Promega

GloMax™ Integrated Luciferase Technologies - A quantum leap in bioluminescence

Promega is pleased to announce the launch of the GloMax™ Integrated Technology platform of reagents and instruments for bioluminescent applications. The GloMax™ range comprises luminometers, luminescent assays, instrument maintenance and servicing packages together with free technical support, all available from Promega as a single supplier.

The Promega "Ultra-Glo™" enzyme lies at the heart of the assay technology. Ultra-Glo™ is a highly robust, thermostable recombinant luciferase which generates a

"glow-type" luminescent signal. These unique properties improve sensitivity and reliability across a range of assay conditions.

Find out how GloMax™ Technologies can assist your work in any of the following application areas:

- Gene reporter assays
- Cell viability assays
- Apoptosis detection
- Kinase assays
- Cytochrome P450 analysis
- Protease assays



Visit our website
www.promega.com/glomax
 or contact Promega directly on
 0800 378994

NEW Kinase-Glo® Plus - Performs at higher ATP concentrations

The Kinase-Glo® Plus System, a further product featuring the unique "Ultra-Glo™ enzyme" has just become available. This system is a development of the original Kinase-Glo® system for quantifying residual ATP after a kinase reaction, and is distinguished by its ability to function with ATP concentrations as high as 100 μM.

Kinase-Glo® Plus can be used with virtually any kinase/kinase substrate combination. The luminescent signal produced is directly proportional to the amount of ATP present following the kinase reaction (figure 1) and is

inversely proportional to the amount of kinase activity.

Features

- Simple "Add, mix, measure" format (figure 2)
- Linear luminescent response up to 100 μM ATP
- Robust luminescent signal, not susceptible to interference from fluorescent compounds
- Five hour signal half-life, hence amenable to batch processing
- Excellent Z values indicating a highly reproducible and robust assay

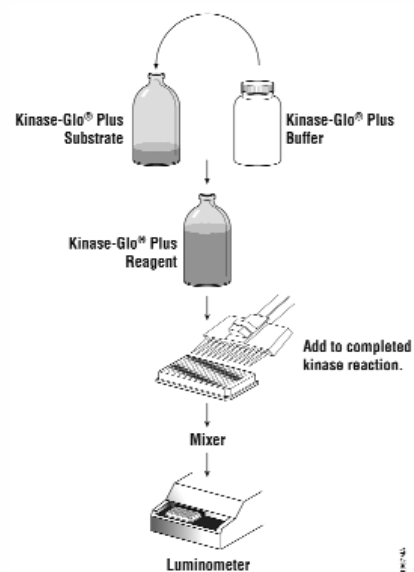


Figure 1. Luminescence is proportional to the amount of ATP.

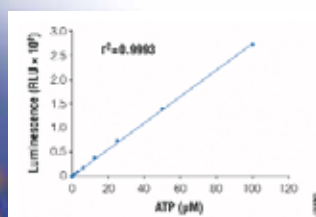


Figure 2. Schematic representation of the Kinase-Glo® Plus Luminescent Kinase Assay protocol.

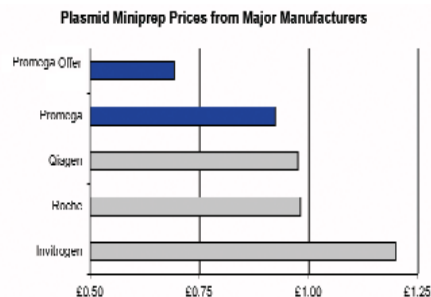
Product	Cat No	Size	Price
Kinase-Glo® Plus	V3771	10 ml	Please enquire
Luminescent Kinase Assay	V3772	10 x 10 ml	Please enquire
	V3773	100 ml	Please enquire
	V3774	10 x 100 ml	Please enquire

Wizard® Plus SV Membrane Technology for Plasmid Purification - An indispensable laboratory tool

The Promega SV membrane which is integral to the Wizard® Plus SV Minipreps Systems comprises a silica-impregnated porous membrane suitable for binding nucleic acids in the presence of a chaotrope. Wizard® Plus SV Miniprep systems offer several advantages including greater processing speed and unparalleled consistency compared to other methods.

Promega Wizard® Plus SV Membrane Technology promises:

- **High performance:** 1-20 µg of high quality plasmid DNA
- **Speed:** 20 minipreps in less than 45 minutes
- **Flexibility:** can be used in spin or vacuum format
- **Consistent Quality:** unique alkaline protease step improves quality and yield



Price comparisons are based on list prices of 250 prep pack size (or nearest equivalent) of nearest equivalent competitor product as of 16th May 2005.

Take advantage of 25% discount* on all Wizard® Plus SV Minipreps products until 29th July 2005. Place your order with our customer service department in your usual manner, quoting promotional code WIZ001.



Product	Cat No	Size	Special Price
Wizard® Plus SV Minipreps DNA Purification System	A1330	50 preps	£40.50
Wizard® Plus SV Minipreps DNA Purification System + Vacuum Adapters	A1460	250 preps	£173.25
Wizard® Plus SV Minipreps DNA Purification System	A1470	250 preps	£180.75
Wizard® Plus SV Minipreps DNA Purification System + Vacuum Adapters	A1340	50 preps	£40.50

* This offer may not be used cumulatively with other Promega discounts operating in your lab.

AccessQuick™ RT-PCR System - RT-PCR has never been easier!

Set up your reaction in a single tube and save time

The Promega AccessQuick™ RT-PCR System provides a one-step method for coupled RT-PCR (figure 3). Simply add your RNA template, target-specific primers and AMV Reverse Transcriptase to the AccessQuick™ Master Mix, drop into a thermal cycler and come back later for results.

Expect high yields using less template

Even when only small amounts of RNA are available or your RNA target is of low abundance, AccessQuick™ RT-PCR System will demonstrate maximum yield and sensitivity, amplifying the target and producing a discernable band from as little as 2.5 zeptomoles (2.5×10^{-21} moles) of RNA template.

Decrease the possibility of contamination and errors

The simplified reaction set-up offers increased reproducibility by reducing the number of pipetting steps. Expect reliability, high performance and save yourself four pipetting steps in each reaction.



Figure 3. Schematic of reaction set-up for the AccessQuick™ RT-PCR System.

Simple, Sensitive and Stable

Take advantage of 25% discount* on all AccessQuick™ RT-PCR Systems until 29th July 2005. Place your order with our customer services department in your usual manner, quoting promotional code ACQ001.



Product	Size	Cat No	Special Price
AccessQuick™ RT-PCR System	20 reactions	A1701	£69
	100 reactions	A1702	£243
	500 reactions	A1703	£970

*Offer limited to one system per lab. This offer may not be used cumulatively with any other Promega discounts operating in your lab.

Try our **NEW** Cell-free, Protein Synthesis System at 25% Discount!

Wheat Germ Extract Plus and pF3 WG (BYDV) Flexi® Vectors from Promega

- Offer highly efficient, single-tube expression yielding 10–80 µg/ml protein
- Provide all the cellular components necessary for protein synthesis
- Synthesise proteins from a wide range of mRNAs in just 2 hours at 25°C

This means you

- Generate up to 20-fold more protein (80 µg/ml) compared to standard wheat germ systems (table 1)
- Can label, purify or use protein directly for many applications
- Shorten your wait by generating proteins in hours rather than days
- Can avoid buying expensive instrumentation

Type of Extract	BYDV GST Transcript	GST Transcript	BYDV Luciferase Transcript	Luciferase Control RNA Cat No. L4561
Wheat Germ Extract Plus	82.8 µg/ml	24.1 µg/ml	56.0 µg/ml	51.0 µg/ml
Wheat Germ	3.7 µg/ml	1.5 µg/ml	3.5 µg/ml	3.5 µg/ml

Table 1. Comparison of GST and Luciferase protein levels expressed in Wheat Germ Extract Plus and Wheat Germ Extract.

Product	Cat No	Size	Special Price
Wheat Germ Extract Plus	L3251	10 x 50 µl reactions	£59.00

*Offer limited to one system per lab. This offer may not be used cumulatively with any other Promega discounts operating in your lab.

Test the new **Wheat Germ Extract Plus System** at our discount price until 29th July 2005. To claim your discount, place your order with our customer services department in your usual manner, quoting promotional code **WGP001**.



Title _____
 Name _____
 Dept _____
 Institute/Company _____
 Address _____

 Postcode _____
 Telephone _____
 Fax _____
 Email _____

I would like a sample of **GoTaq® Green Master Mix**.

Please send me information on the following products/items:

- Kinase-Glo® Luminescent Kinase Systems (BR127)
- Wizard® Plus SV Minipreps DNA Purification System (BR106)
- AccessQuick™ RT-PCR System (DS179)
- Wheat Germ Extract Plus (TM066)
- GloMax™ Integrated Technologies (UKBR59)

Tick as appropriate

I would like a **FREE** subscription to eNews, Promega's e-mail newsletter, which is the fastest and most up-to-date source of information on **NEW PRODUCTS** and **SPECIAL OFFERS**. eNews is sent every 2 months.

My email address is _____ @ _____

You can update your details by completing and faxing the form above to us on **0800 980 3966**.

Alternatively email your new details to **ukmarketing@promega.com** or go to **www.promega.com/uk/update/** and complete the online form.
Telephone 0800 378994 Fax 0800 181037