

# Promega in the UK

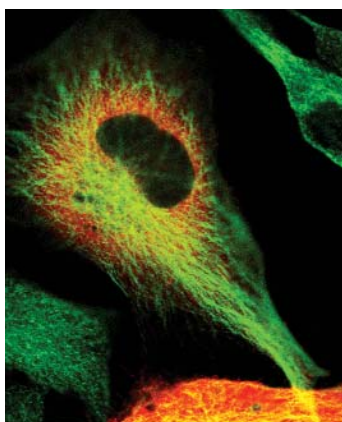
Issue 20 December 2005

## Cellular Imaging Beyond GFP – HaloTag™ Interchangeable Labelling Technology

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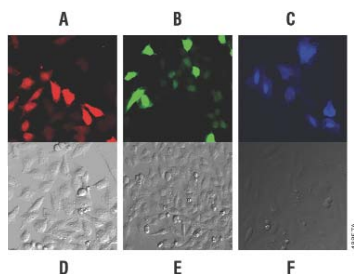
The HaloTag™ Labelling Technology is a novel tool for the visualization of proteins in live and fixed cells, and for the capture or immobilization of proteins.



**Figure 1.** p65 HaloTag™ fusion protein with concomitant B111 tubulin staining in HeLa cells.

### A variety of functionalities

The technology is composed of HaloTag™ peptide, which is fused to your protein of interest, and synthetic HaloTag™ ligands. The formation of a covalent bond between the HaloTag™ fusion protein and specific ligands can impart a variety of functionalities, including fluorescence, affinity tags and direct attachment to a solid surface. TMR, diAcFAM, Coumarin, Biotin and PEG-Biotin ligands are currently available.



**Figure 2.** Live cells expressing HaloTag™ protein labelled with TMR (A), diAcFAM (B) and Coumarin (C)

### Features

- Design only one genetic construct for multiple applications
- Label/tag protein *in vivo* and *in vitro*
- Labelling is simple and rapid – add ligand directly to media, binding is complete in 15 min (30 sec *in vitro*)
- Image live and fixed cells
- Highly specific and essentially irreversible binding

### Applications are limitless

- Protein localization
- Protein capture
- Protein:protein interactions
- Pulse chase experiments for protein turnover
- Protein trafficking
- Cell-to-gel analysis
- Multiplex with GFP and/or immunocytochemistry

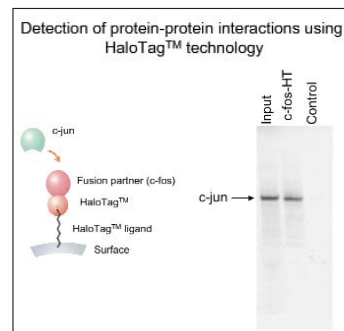
### NEW – HaloLink™ Resin

A recent addition to the HaloTag™ range, HaloLink™ Resin consists of HaloTag™ ligand bound to Sepharose® beads that specifically and rapidly bind HaloTag™ fusion proteins.



### Applications

HaloLink™ Resin can be used in a variety of applications including: detection and analysis of protein:protein interactions (*in vivo* and *in vitro*), detection of enzymatic activity of immobilized HaloTag™ fusions and one-step purification of fusion protein in conjunction with proteolytic cleavage.



**Figure 3.**

**See inside for more details...**

**Christmas Promotion 2005  
Marks and Spencer Vouchers**

**worth £10 and £25 with your order\*!**

**See the back page for more details**

[www.promega.com](http://www.promega.com)

  
**Promega**

## HaloTag™ continued...

Ordering Information	Cat No	Size	Conc
HaloTag™ pHT2 Vector	G8241	20 µg	NA
HaloTag™ TMR Ligand	G8251	30 µL	5 mM
HaloTag™ diAcFAM Ligand	G8271	30 µL	10 mM
HaloTag™ Biotin Ligand	G8281	30 µL	5 mM
HaloLink™ Resin	G1911	40 rxns (2 ml)	N/A
HaloLink™ Resin	G1912	100 rxns (5 ml)	N/A

**i** For more information on HaloTag™ simply fill out the information request form on the back page and fax it to us, or call us on 0800 378 994. To see an animation of how the technology works and to obtain a free HaloTag™ Vector visit [www.promega.com/halotag](http://www.promega.com/halotag)

## NEW Literature



GloMax™  
Luminometer Brochure

**i** To request your copy of our new GloMax™ Luminometer brochure please fill in the form at the back. Alternatively, fill out a web request form at [www.promega.com/glomax](http://www.promega.com/glomax)

## NEW Calpain Protease Assays

### Go luminescent

The newest addition to Promega's growing range of protease assays is Calpain-Glo™, a homogenous, luminescent system for measuring calpain I and II activity. Calpain, a family of Ca<sup>2+</sup> activated cysteine proteases, are thought to be involved in many conditions, such as tissue damage in ischemic heart disease and brain injury, and also in neurodegeneration in Alzheimer's disease. Calpain-Glo™ is ideal for

screening calpain inhibitors using purified enzyme.

### Features

- Simple – 'add, mix, measure' format
- Sensitive – 1000 times more sensitive than fluorescent assays
- Fast – maximum signal reached in just 10 minutes
- Excellent Z'-factors
- No interference from fluorescent compounds

Ordering Information	Size	Cat #
Calpain-Glo™ Protease Assay	10 ml	G8501
Calpain-Glo™ Protease Assay	50 ml	G8502

**i** For more information on Calpain-Glo™ simply fill out the information request form on the back page and fax it to us, or call us on 0800 378 994. For information on other drug screening assays visit [www.promega.com/drugdiscovery](http://www.promega.com/drugdiscovery).

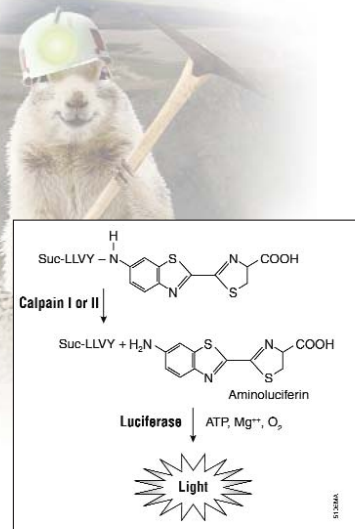


Figure 4. The promluinescent substrate containing the Suc-LLVY sequence recognized by calpain.

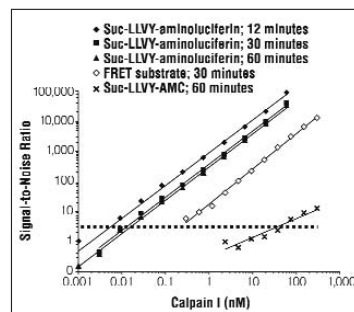


Figure 5. Sensitivity of Calpain-Glo™ compared to fluorescent calpain assays.

# RNA Protection, Purification and Amplification

## – All your RNA needs from Promega

### RNA Protection

In 1982 Promega were the first to introduce RNasin®, the world standard in RNA protection.

We have enhanced the basic RNasin® product, to bring you RNasin® Plus, delivering:

- Greater resistance to oxidation
- Protection during RNA template denaturation procedures
- Protection throughout high temperature RT reactions

Order RNasin® Plus now and we'll give you the same price as you pay for standard RNasin®. Now there's no reason to fear RNase.

*Simply quote RSN10 when you place your order to receive this special price.*



Ordering Information	Size	Cat. No.	Special Price
RNasin® Plus RNase Inhibitor	2,500 U	N2611	£51
	10,000 U	N2615	£132

\*Offer valid until 31st March 2006.

### RNA Purification with the SV Total RNA Isolation System

Get fast, safe and simple total RNA purification from tissue, bacteria, cell culture and plant samples in one advanced kit.

- Total RNA ready for RT-PCR in less than an hour
- Integrated DNase treatment means no detectable DNA contamination
- No need for hazardous reagents like Phenol
- Purify total RNA from up to 60 mg of tissue

Ordering Information	Size	Cat. No.	Special Price
SV Total RNA Isolation System	10 preps	Z3101	£43
	50 preps	Z3100	£149
	250 preps	Z3105	Pls. Enq.

Prove it for yourself, visit [www.promega.com/uk/rna](http://www.promega.com/uk/rna) to apply for a free sample\*.

- i** For more information simply fill out the information request form on the back and fax it to us, or call us on 0800 378 994.

### RNA Amplification

For the easiest reaction set up and the best performing reverse transcriptases, look no further than Promega.

#### One-step, Coupled RT-PCR<sup>†</sup> with AccessQuick™

- Set up reactions in a single tube – don't even open the tube until your DNA is ready
- Amplify zeptomole (10<sup>-21</sup>) levels of transcript
- Save time with our easy master mix format
- Reduce contamination risk by cutting out pipetting steps

#### The premier reverse transcriptase – at a price that makes sense

- M-MLV RNase H Minus, Point Mutant, is the enzyme inside many well known brands of Reverse Transcriptase – pay for the enzyme, not the brand!
- RNase H minus status gives long read length for full length cDNA
- High temperature stability to overcome secondary structure
- Higher yields than other M-MLV mutants

Ordering Information	Size	Cat. No.	Price
M-MLV Reverse Transcriptase, RNase H Minus, Point Mutant	2,500U	M3681	£51
	10,000U	M3682	£267
	50,000U	M3683	£1164

Interested? visit [www.promega.com/uk/rna](http://www.promega.com/uk/rna) to apply for a free sample\*.

- i** For more information simply fill out the information request form on the back and fax it to us, or call us on 0800 378 994.

Ordering Information	Size	Cat. No.	Price
Access RT-PCR System	20 rxn	A1260	£92
	100 rxn	A1250	£324
	500 rxn	A1280	£1294

\*Samples subject to availability.

<sup>†</sup>The PCR process is covered by patents issued and applicable in certain countries. Promega does not encourage or support the unlicensed use of the PCR process. Use of this product is recommended for persons that either have a license to perform PCR or are not required to obtain a license.

## Christmas Promotion 2005

Marks and Spencer Vouchers  
worth £10 and £25 with your order\*!

We would like to say a big  
**'Thank You'**  
for your business in 2005.

As a token of our appreciation,  
we're giving away

**Marks & Spencer Gift Vouchers**

When you place an order between  
**5th December and 23rd December 2005**

We will send a

**Marks and Spencer Voucher**  
with your products\*.

**£10 voucher for orders above £500**

**£25 voucher for orders above £1000**

To order, call 0800 378994, fax 0800 181037  
or email [ukcustserve@promega.com](mailto:ukcustserve@promega.com).

\*Conditions apply. Voucher value calculated on order value after discounts and excludes freight charges and VAT. Vouchers will be shipped with the products by courier and once the goods have been signed for Promega cannot accept any responsibility for any loss or theft of vouchers. Offer valid until 23rd December 2005, 12 noon.

## Christmas Opening Hours

The offices at Promega will be closed  
from 12 noon on 23rd December 2005  
until 8.30 am on 3rd January 2006.

For delivery on Tuesday the 3rd January, please place  
your order no later than 12 noon on 23rd December 2005  
and request Tuesday 3rd January 2006 delivery. We will  
ensure that you can resume your research in the New Year  
without delay.



*Seasonal Greetings from us all at Promega.*

*We hope that you have a great holiday and look  
forward to working with you in 2006.*

## FAXback



Please send me information on  
the following items/products:

Title \_\_\_\_\_  
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Institute/Company \_\_\_\_\_  
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Telephone \_\_\_\_\_  
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- Halotag™ Information Pack (LF162)
- GloMax™ Luminometers (UKFL160)
- Calpain-Glo™ Protease Assay (TB344)
- SV Total RNA (TM048)
- Access Quick (DS179)
- M-MLV RNase H- Point Mutant (BR14L-I)
- Please reserve my copy of the New 2006 Life Science Catalogue



(Available January 2006).

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.

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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](mailto:ukmarketing@promega.com) or go to [www.promega.com/uk/update/](http://www.promega.com/uk/update/) and complete the online form.

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