

## Free sample Wednesday @ NEO KI Huddinge

Samples available:

### **LunaScript® RT SuperMix Kit**

The LunaScript RT SuperMix Kit is optimized for cDNA synthesis in a two-step RT-qPCR workflow.

Make a simpler choice

- Single-tube SuperMix contains random hexamer and oligo-dT primers, dNTPs, Murine RNase Inhibitor, and Luna® Reverse Transcriptase. Primer-free version (NEB #E3025) also available.
- Non-interfering, visible tracking dye helps to eliminate pipetting errors
- Combine with Luna qPCR master mixes for robust RT-qPCR results

Experience best-in-class performance

- Less than 15 minute first-strand cDNA synthesis protocol
- All Luna products have undergone rigorous testing to optimize specificity, sensitivity, accuracy and reproducibility
- A comprehensive evaluation of commercially-available qPCR and RT-qPCR reagents demonstrates superior performance of Luna products

Illuminate your two-step RT-qPCR

- Novel, thermostable Luna Reverse Transcriptase improves performance
- Consistent linearity, sensitivity, and capacity for reliable RNA quantification

### **Q5 hot start HiFi 2x master mix**

Q5® High-Fidelity DNA Polymerase sets a new standard for both fidelity and robust performance. With the highest fidelity amplification available (~280 times higher than Taq), Q5 DNA Polymerase results in ultra-low error rates. Q5 DNA Polymerase is composed of a novel polymerase that is fused to the processivity-enhancing Sso7d DNA binding domain, improving speed, fidelity and reliability of performance.

Working with uracil-containing DNA templates or using dUTP? Learn about Q5U Hot Start High-Fidelity DNA Polymerase (NEB #M0515).

- Highest fidelity amplification (~280X higher than Taq)
- Ultra-low error rates
- Superior performance for a broad range of amplicons (from high AT to high GC)
- Bulk format available: M0494X = 1 x 12.5 ml bottle

### **Quick-load purple ladder 1kb plus DNA ladder**

This product was previously named the Quick-Load® Purple 2-Log DNA Ladder. There have been no changes to product formulation or specifications.

- Convenient, ready-to-load format with NEB's proprietary purple loading dye
- Size range: 100 bp to 10 kb (100 bp and 1 kb ladder in one!)
- Sharp bands
- No UV Shadow
- Easy to identify reference bands
- Supplied with 1 vial of Gel Loading Dye, Purple (6X), no SDS (NEB #B7025)
- Small size suitable for 250 gel lanes; large size suitable for 750 gel lanes

## **OneTaq® Hot Start DNA Polymerase**

The ONE polymerase for your endpoint PCR needs

OneTaq DNA Polymerase is an optimized blend of Taq and Deep Vent® DNA polymerases for use with routine and difficult PCR experiments.

- Unique hot start formulation eliminates non-specific amplification and does not require a separate activation step
- Robust yield with minimal optimization
- Ideal for routine, AT- or GC-rich templates
- Room temperature reaction setup

## **NEBuilder High HiFi DNA assembly master mix**

NEBuilder® HiFi DNA Assembly Master Mix allows for seamless assembly of multiple DNA fragments, regardless of fragment length or end compatibility. It has utility for the synthetic biology community, as well as those interested in one-step cloning of multiple fragments due to its ease of use, flexibility and simple master-mix format. Visit [NEBuilderHiFi.com](http://NEBuilderHiFi.com) for more information.

- Also available with chemically competent cells at a discounted price.
- Enjoy less screening/re-sequencing of constructs, with virtually error-free, high-fidelity assembly
- Flexible sequence design (scar-less cloning)
- No PCR clean-up step required
- Join DNA fragments together more efficiently, even with larger fragments or low DNA inputs
- Use NEBuilder HiFi in successive rounds of assembly, because it removes 5' and 3' end mismatches. (Save time by avoiding time-consuming PCR amplification steps.)
- Bridge two ds-fragments with a synthetic ss-DNA oligo for simple and fast construction (e.g., linker insertion or gRNA library)
- Use with lower DNA input requirements
- Easily adapted for multiple DNA manipulations, including site-directed mutagenesis
- No licensing fee requirements from NEB for NEBuilder products

## **Color Prestained Protein standard, Broad Tange (10-250kDa)**

This product is a direct replacement of NEB# P7712 (Color Prestained Protein Standard, Broad Range 11-245 kDa)

The Color Prestained Protein Standard, Broad Range is a mixture of highly pure, recombinant, prestained proteins, covalently coupled with a blue chromophore, and two reference bands (one orange and one green at 72 kDa and 26 kDa, respectively), that resolves into 11 sharp bands when electrophoresed.

- Allows approximate molecular weight determination when performing SDS-PAGE analysis.
- Applications include verification of Western transfer efficiency on membranes and fluorescent imaging of SDS-PAGE.
- Direct loading, additional loading buffer and heat incubation not required
- Recombinant proteins with no detectable protease contaminating activities
- Optimal stability for up to 24 months

## **NEBNext Ultra II Q5 Master mix**

NEBNext Ultra II Q5<sup>®</sup> Master Mix is the most recent NEBNext formulation of Q5 High Fidelity DNA Polymerase, optimized for amplification of NGS libraries. This hot start formulation is designed for robust, high-fidelity amplification of next-generation sequencing (NGS) libraries, and further improves the uniformity of amplification of libraries, including superior performance with GC-rich regions.

NEBNext Ultra II Q5 Master Mix is also included as a component in all NEBNext Ultra II kits, for DNA and RNA library preparation.

- Optimized for high yields in NGS library amplification
- Minimizes GC bias, with superior performance across the GC spectrum
- Ultra-high-fidelity amplification with Q5, the highest-fidelity polymerase
- Aptamer-based hot start for room-temperature reaction set-up without a separate activation step

## **jetOPTIMUS**

Best-in-class DNA transfection reagent. Optimized DNA transfection efficiency on hard-to-transfect cells

jetOPTIMUS is an innovative cationic nanotechnology developed to improve DNA transfection efficiency in easy- and difficult-to-transfect cells used as in vitro cell culture models. Tested on various primary cells and cell lines, jetOPTIMUS proved its superiority by reaching higher transfection efficiencies and gene expression than main competitors.

- Highly efficient: reach maximal gene expression in hard-to-transfect cells
- Cost-effective: use minimum reagent volume and DNA quantity
- Biologically relevant: keep an excellent cell viability & morphology
- Time-saving: transfect with an optimized ready-to-use protocol