

**Discover Outstanding  
Products, Savings,  
and Services!**



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of flier  
for special  
offer!**



# Stocking Up?

**From complete lab installations to everyday restocking needs, Bio-Rad has the perfect purchasing plan for you.**

- New lab setup programs
- Discounts on selected instruments and reagents
- On-site supply centers, freezer systems, and stockroom inventory assistance
- High-quality, innovative new products
- Convenient online fulfillment services and special savings
- Local application specialists and sales representatives to help with your selection
- Outstanding technical support teams online and on call

**BIO-RAD**

# Everything You Need, Always on Hand

**BIO-RAD**



## Our New Lab Setup Program Offers You:

- A huge selection of impressive genomics and proteomics equipment and reagents
- Discounts on selected instruments
- Special deals on reagents and other consumables
- Outstanding technical and customer service support
- Access to online ordering and Web-only special offers

## Our On-Site Stocking Programs Offer You:

- On-site access to reagents and consumables when you need them
  - Freezer systems
  - Dry cabinets
  - Refrigerators
  - Combination supply centers
- Free shipping
- Periodic offers
- New product sampling
- The convenience of online restocking
- And much more

## Outstanding Products

Bio-Rad manufactures more than 75% of the products we sell. This allows us to provide you with the highest-quality product controls and direct access to technical staff in case you have questions regarding your products.

## Spectacular Savings

Your local sales specialist will make sure you have the opportunity to take advantage of excellent savings on selected reagents and equipment.

## Incredible Service

Our technical support teams have advanced science degrees and are specialists in areas such as real-time PCR, proteomics applications, imaging systems, and software analysis. Our online support system offers you round-the-clock answers through a searchable database of nearly 3,000 FAQs. In addition, thousands of literature selections can be downloaded or ordered for delivery to your lab or office.



To find out how easy it is to get great products, savings, and service, call your local representative or visit us on the

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The polymerase chain reaction (PCR) process is covered by patents owned by Hoffmann-La Roche. Use of the PCR process requires a license.