

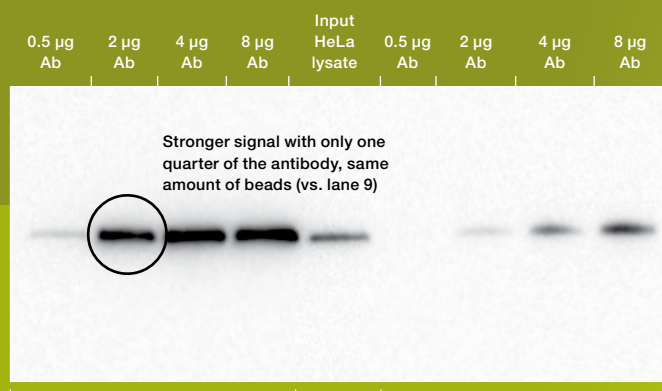


Do you IP?

Try the new SureBeads™ Magnetic Beads System

SureBeads Magnetic Beads versus traditional IP beads

- **Faster IP** — say yes to magnetization, no to centrifugation
- **Easier IP** — ergonomically designed SureBeads Magnetic Rack magnetizes beads in seconds
- **Low cost to go magnetic** — priced similarly to the leading agarose beads. Introductory starter kit comes with a 16-tube SureBeads Magnetic Rack and two 3 ml vials of beads
- **Less antibody used** — patented surface chemistry enables proper antibody orientation for optimal antigen binding
- **Reproducible** — consistent IgG binding capacity ensures accurate, reproducible results



New SureBeads Protein A Magnetic Beads using the 16-tube SureBeads Magnetic Rack

Leading agarose protein A beads using a microcentrifuge

SureBeads Protein A Magnetic Beads give a brighter signal than protein A agarose beads, even when using fourfold less IP antibody (compare lanes 2 and 9). Immunoprecipitation of NQO1 from HeLa cell lysate was performed using an anti-NQO1 antibody at the indicated amounts and 50 µl of beads.



Get a trial kit today.

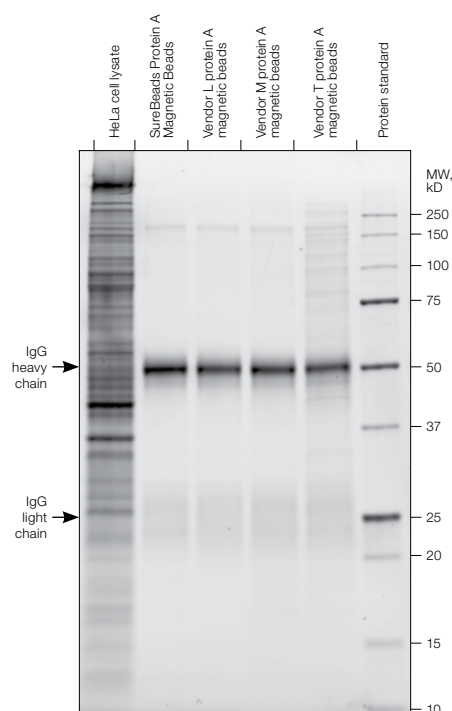
See back page for more info.

Try the new SureBeads Magnetic Beads.



SureBeads Magnetic Beads vs. other magnetic beads

- The SureBeads System provides the gold standard performance of high-quality magnetic beads at an affordable price
- Innovative and proprietary 16-tube SureBeads Magnetic Racks have removable magnets designed to minimize sample handling — no sample rotation or removal necessary!
- Super strong magnets on the SureBeads Magnetic Rack work in seconds to magnetize the beads
- SureBeads Magnetic Beads are formulated ready to use — unlike with other beads, no dilution or aliquoting required!



SureBeads Protein A Magnetic Beads have nonspecific binding profiles equivalent to or better than those of protein A magnetic beads from other vendors. Immunoprecipitation of NQO1 from HeLa cell lysate was performed using an anti-NQO1 antibody diluted to 4 µg/tube. Precision Plus Protein™ Unstained Standards (cat. #161-0363) were used to confirm the molecular weight of the IgG heavy and light chains.

Ordering Information

Catalog #	Description
161-4013	SureBeads Protein A Magnetic Beads, 3 ml
161-4023	SureBeads Protein G Magnetic Beads, 3 ml
161-4916	SureBeads Magnetic Rack, 16-tube holder
161-4833	SureBeads Starter Kit Protein A and G, protein A and G beads and magnetic rack
161-4813	SureBeads Starter Kit Protein A, two protein A beads and magnetic rack
161-4823	SureBeads Starter Kit Protein G, two protein G beads and magnetic rack
161-4811	SureBeads Trial Kit Protein A, protein A magnetic beads and trial rack
161-4821	SureBeads Trial Kit Protein G, protein G magnetic beads and trial rack
170-8382	ChemiDoc™ Touch V3 Western Workflow™ for Midi Gels, includes ChemiDoc Touch Imaging System with Image Lab™ Touch Software, chemi/UV/stain-free sample tray, 50 4–20% Criterion™ TGX Stain-Free™ Precast Gels, SDS-PAGE accessories, Criterion Cell, Trans-Blot® Turbo™ Transfer Starter System, 50 PVDF transfer packs for midi gels

Precision Plus Protein Standards are sold under license from Life Technologies Corporation, Carlsbad, CA for use only by the buyer of the product. The buyer is not authorized to sell or resell this product or its components.



BIO-RAD

**Bio-Rad
Laboratories, Inc.**

Life Science
Group

Web site www.bio-rad.com **USA** 800 424 6723 **Australia** 61 2 9914 2800 **Austria** 01 877 89 01 **Belgium** 09 385 55 11 **Brazil** 55 11 3065 7550 **Canada** 905 364 3435 **China** 86 21 6169 8500 **Czech Republic** 420 241 430 532 **Denmark** 44 52 10 00 **Finland** 09 804 22 00 **France** 01 47 95 69 65 **Germany** 089 31 884 0 **Greece** 30 210 9532 220 **Hong Kong** 852 2789 3300 **Hungary** 36 1 459 6100 **India** 91 124 4029300 **Israel** 03 963 6050 **Italy** 39 02 216091 **Japan** 81 3 6361 7000 **Korea** 82 2 3473 4460 **Mexico** 52 555 488 7670 **The Netherlands** 0318 540666 **New Zealand** 64 9 415 2280 **Norway** 23 38 41 30 **Poland** 48 22 331 99 99 **Portugal** 351 21 472 7700 **Russia** 7 495 721 14 04 **Singapore** 65 6415 3188 **South Africa** 27 861 246 723 **Spain** 34 91 590 5200 **Sweden** 08 555 12700 **Switzerland** 026 674 55 05 **Taiwan** 886 2 2578 7189 **Thailand** 1800 88 22 88 **United Kingdom** 020 8328 2000