



FOR IMMEDIATE RELEASE

MEDIA CONTACTS:

Empirical Bioscience

Des O'Farrell

President

877.479.9949 X102

dofarrell@empiricalbioscience.com

Empirical Bioscience Elevates Detergent Free Master Mix Line with Enhanced Stability, Activity, and Low-Foam Qualities for PCR

(GRAND RAPIDS, MICH)—November 14, 2016— Empirical Bioscience announced today that they have optimized their line of Master Mix products including, their MeanGreen, Multiplex, FlashTaq HotStart and rEVALution qPCR 2X Master Mixes for enhanced activity, stability and reduced foaming.

Typically used in applications such as screening, cloning, or quantitative PCR, the low foam aspect of this product line allows for easier and more efficient use without the loss of material that can occur from bubble formation during the mixing/dispensing process. It also reduces the amount of material that can be lost from the adherence to plastic surfaces.

What's more, the low foam characteristic makes the Master Mixes easier to use and improves overall accuracy. The robust and highly-active nature of the Master Mix products also contributes to their overall ease of use. Formulated and manufactured without the use of detergents, the 2X Master Mix, 2X Taq Mean Green Master Mix, and Taq 5X Multiplex Master Mix may be stored and used at room temperature (15° to 25°C) for up to 90 days and for extended refrigeration storage at 4°C for up to 180 days. The 2X FlashTaq

-more-

HotStart Master Mix, 2X Flash Taq HotStart Mean Green Master Mix, and 2X rEVALution qPCR Master Mix products can be refrigerator stored at 4°C for 30 days. This not only reduces the degradation issues associated with freezing and thawing, but it also offers significant time-saving advantages and ease of use. This is especially beneficial in high throughput and automated applications where large volumes of Master Mix are needed for direct use with their testing equipment.

Finally, the refined Master Mixes also offer improved efficiency and sensitivity. In fact, they can be used in reaction sizes as small as 10uL and they are capable of producing amplifications from as little as 60 picograms of DNA.

“Our ongoing effort to fine-tune our products and processes is evidence of our commitment to continue serving the laboratory users and biotech industry at the highest level,” said Des O’Farrell, President of Empirical Bioscience.

Empirical Bioscience produces high-grade PCR reagents and enzymes in its ISO 13485 certified facility in Grand Rapids, MI, USA and is a Registered Small Business Company.

For more information about Empirical Bioscience visit: <http://empiricalbioscience.com/> .

###