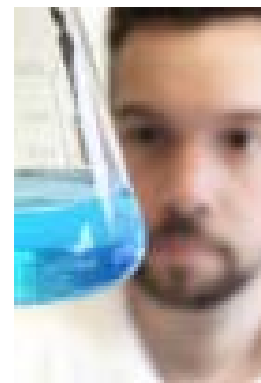




LEARN ABOUT TATAA'S CORE FACILITY AND NEW PRODUCTS

WELCOME TO TATAA GENOMICS CORE FACILITY

Did you know that you are welcome to our lab and use it as a core facility? TATAA Biocenter's laboratories and unique instrument park has the latest equipment for extraction and quality control of nucleic acids, cDNA synthesis, real-time PCR quantification and post-PCR analysis. We are prepared for a seamless workflow, with all instrumentation necessary for performing well designed experiments and for optimal handling of samples with specific requirements. At TATAA Genomics Core Facility you save time, reduce expenses, and improve data quality.



Visit the [website](#) or contact corefacility@tataa.com to learn more about how to proceed.

INTRODUCING NEW PRODUCTS

ZyGEM - Nucleic Acid Extraction

TATAA Biocenter has started collaborating with the innovative ZyGEM Corporation located at New Zealand. ZyGEM produces and markets novel products for the extraction and analysis of DNA and RNA for the research, forensic and clinical diagnostics markets.

The [prepGEM™](#), [forensicGEM™](#), [livestockGEM™](#) and [RNAGEM™](#) family of products, derived from an exclusive collection of microorganisms from extreme environment, enables nucleic acid extraction from diverse sample types for simple, accurate and rapid human and animal DNA testing to serve life sciences customers performing basic research.

For more information about the products visit [TATAA's webshop](#) or send an e-mail to order@tataa.com

Ergonomical pipetting - Dispense with maximum comfort

The [Ergo Stand](#) is designed for holding microplates and PCR plates during pipetting sequences. The stand includes eight spaces for 1.5ml or 2.0ml microcentrifuge tubes and is especially useful when pipetting master mixes into PCR plates. The height and angle of the Ergo Stand can be adjusted for maximum pipetting comfort. This reduces the stress and strain on the upper body and can help to prevent repetitive strain disorders (RSI) and work-related upper-body limb disorders (WRULD).

[Ergo Freeze Personal Cooling Blocks](#), SBS-sized and available in pink and yellow, are the perfect tool for our Ergo Stands. Once frozen for 8 hours at -20°C, they turn to purple or green (respectively) and maintain 4°C for about 2.5 hours. At 7°C, the block returns to its original color, clearly showing when it is no longer refrigerating the samples.

For more information about the products visit [TATAA's webshop](#) or send an e-mail to order@tataa.com

GenEx version 5.3.7. and GenEx User Guide released

- To make sure that you have the latest version, select "Help/Update GenEx"
- The highly appreciated GenEx User Guide is [available here](#)



TATAA IS HIRING!

TATAA Biocenter is expanding and is looking for an ambitious, technically skilled person with laboratory experience to our laboratory in Gothenburg. [Download the PDF](#) to read more about the requirements.

LATEST NEWS AND PUBLICATIONS FROM TATAA

- **2012-03-27**
Join the GEN webinar on April 11 "On the shoulder of Giants: interpreting Gene-expression Results in the Context of Published Biological Findings"
- **2012-03-20**
Mikael Kubista, CEO of TATAA Biocenter, has been appointed to the Scientific Advisory Board of Genetic Engineering News
- **2012-03-12**
[Guidelines](#) for microRNA profiling in serum/plasma using mercury LNA qPCR assays
- **2012-03-02**
TATAA now offers also [Ergo plates for ergonomic pipetting](#)
- **2012-03-02**
European consortium SPIDIA publishes [European interlaboratory proficiency qPCR exercise](#)

LET US HELP YOU WITH YOUR NUCLEIC ACID ANALYSIS!

FIND HIGH QUALITY PRODUCTS FOR YOUR QPCR WORK IN OUR [WEBSHOP](#)

TO GET EXPERT ADVICE AND CONSULTATION, YOU ARE WELCOME TO USE OUR [COMMISSIONED SERVICES](#)

GET MORE KNOWLEDGE AND HELP YOURSELF THROUGH OUR [HANDS-ON COURSES](#)



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1st International Conference
**Genomics
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Daejeon, South Korea
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