



## We wish you a Merry Christmas and a Happy New Year...

...and we would like to thank you for an amazing 2013!

Order your mastermixes now and be prepared to launch your best qPCR year after the holidays!

**Order Grandmaster or GrandScript and get a 30 minute consultation with TATAA's experts\***

***Run your qPCR with maximum efficiency, sensitivity and specificity***

After specializing in qPCR for more than a decade TATAA Biocenter now introduces its own series of mixes for optimal and high quality results. Our mission is to deliver a reagent series that provides superior qPCR performances in a variety of applications and throughout the entire qPCR workflow.

*\*The offer is valid until 20 december 2013 with the code "Christmas 2013"*

**TATAA SYBR® GrandMaster® Mix** is a 2x concentrated ready to use fastmix. TATAA SYBR® GrandMaster® Mix delivers maximum PCR efficiency, sensitivity, specificity and robust fluorescent signal using fast, or conventional, cycling protocols with SYBR® Green qPCR.



**TATAA Probe GrandMaster® Mix** is a 2x concentrated ready to use fastmix. The blue color of the mix helps visualize pipetting in clear or white plates. The TATAA Probe GrandMaster® Mix provides a robust and versatile solution for ultimate sensitivity and efficiency. It contains an ultra pure, processive thermostable DNA polymerase that is free of detectable E. coli DNA.



**TATAA PreAmp GrandMaster® Mix** is a 2x concentrated ready to use pre-amplification mix for small samples, when looking at low expressed genes or when highly concentrated RNA is needed. The mix provides all the necessary components for pre-amplification of cDNA prior to qPCR. With the specialized TATAA PreAmp GrandMaster® Mix you will have the possibility to pre-amplify targets without the need of limiting or vary primer concentrations.



**TATAA Multiplex GrandMaster® Mix** is a 2x concentrated ready to use multiplex mix. Conventional PCR master mixes provides limitations when it comes to multiplexing. With the specialized TATAA Multiplex GrandMaster® Mix you will have the possibility to multiplex with the same dynamic range and sensitivity as with singleplex assays.



**TATAA GrandScript cDNA SuperMix** is a sensitive and easy to use 1-tube solution for cDNA synthesis of dilute or low copy samples. The optimized mix of random and oligo(dT) primers and engineered MMLV reverse transcriptase provides a robust, consistent and unbiased first strand synthesis over a broad range of RNA template concentrations. The resulting cDNA product is directly compatible with real-time PCR methods.



TATAA GrandScript cDNA Synthesis Kit is a sensitive and easy to use solution for cDNA synthesis. The optimized mix of random and oligo(dT) primers provides a robust, consistent and unbiased first strand synthesis over a broad range of RNA template concentrations. TATAA GrandScript cDNA Synthesis enzyme is a mixture of engineered MMLV RT and ribonuclease inhibitor protein. The resulting cDNA product is directly compatible with real-time PCR methods.



## News

TATAA Biocenter Expands its Digital PCR offerings with Bio-Rad's Droplet Digital PCR System

Join TATAA at Microgenomics 2014 in Paris, May 15-16. Preliminary program now available

TATAA Biocenter is awarded Company of the Month in Kemivärlden!

NGS Seminar "Genetics and Genomics of Chronic, Degenerative Diseases" by Lars Bolund, BGI

The Scientist top 10 innovations 2013

LabTube.TV "Single Cell Transcription Profiling to Better Understand Developmental Decisions"

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## LET US HELP YOU WITH YOUR NUCLEIC ACID ANALYSIS!

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