

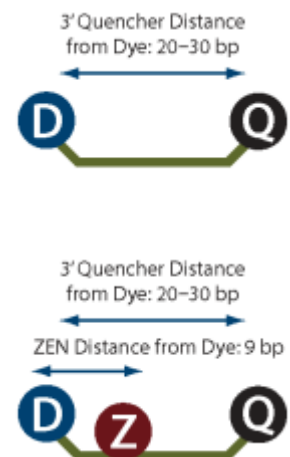


## Improve performance with ZEN™ Double-Quenched Probes and gBlocks® Gene Fragments

TATAA Biocenter offers design and validate of optimal probe based qPCR assays and standards for calibration, using ZEN™ Double-Quenched Probes and gBlocks® Gene Fragments from Integrated DNA Technologies (IDT). With our extensive knowledge and experience we help you to get the validated assays and standards you need to get better results, faster.

### ZEN™ Internal Quencher

- Improves sensitivity – increases the end point signal and reduces Cq values
- Improves precision – reduces background fluorescence
- Maximum quenching even for probes as long as 40 bases, due to the internal ZEN™ quencher
- Choose from 5 dye options; FAM, HEX, TET, MAX, and JOE



### Optional validation – gBlocks® Gene Fragments

Custom synthetic quantification standards – Know the absolute concentration of your standard by choosing validation with digital PCR

- Each gBlock® Gene Fragment is sequence-verified
- Sufficiently long (up to 750 bp) to mimic native template
- Sufficiently short not to produce background



## Price examples (SEK)

### Assay Design only - ZEN™ Double-Quenched Probes

#	Total	Per Assay
5	6 825	1 365
10	11 700	1 170

### Assay Validation only – gBlocks®

#	Total	Per Assay
5	28 024	5 605
10	38 850	3 885

The prices are incl. reagents and plastics. Prices are subject to change.

### One-time service cost

When the assay design and validation is complete, we provide probe and primer sequence information. Purchase the validated primers and probes directly from IDT, and you can always be confident in your qPCR assay performance.

## What services are available?

- We design assays and standards from sequenced information only
- We design assays for any target: singlex, duplex and even higher multiplex assays
- We validate assays according to MIQE(1) and other guidelines



## How do I get started?

To get started, for detailed information about how to deliver your sequences or assays, or other inquiries, contact us at [services@tataa.com](mailto:services@tataa.com) or call +46 31 761 57 00

### Why use TATAA?

- We design high performance dye and probe based qPCR assays
- Avoid losing time on re-ordering unvalidated assays that do not perform
- Validation is MIQE(1) compliant



### Why use IDT?

- World leader in custom oligo manufacturing servicing over 80,000 customers
- 100% Quality Control policy



- Innovative technologies in qPCR, next-gen sequencing, synthetic biology, etc.

(1) S. A. Bustin, V. Benes, J. A. Garson, J. Hellemans, J. Huggett, M. Kubista, R. Mueller, T. Nolan, M. W. Pfaffl, G. L. Shipley, J. Vandesompele, and C. T. Wittwer. The MIQE Guidelines: Minimum Information for Publication of Quantitative Real-Time PCR Experiments. *Clinical Chemistry* 55,4 (2009)

---

## News

[TATAA tutorial webinars now available in Chinese and Korean](#)

[TATAA Biocenter and Life Technologies publishes application note on Single cell multianalyte profiling](#)

[“Who’s Afraid of Peer Review?” hoax paper from Science journalist accepted for publication in majority of open access journals](#)

[Nominate candidates for European Life Science Awards](#)

[Webinar “The Power of Partitioning: The World of Droplet Digital PCR Applications”](#)

---

## 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](#)

---



Join us on Facebook for news and updates about our events, services, courses, research and products!