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TATAA Biocenter named “Best Nucleic Acid Analysis Service Provider in Europe” by Global Health & Pharma

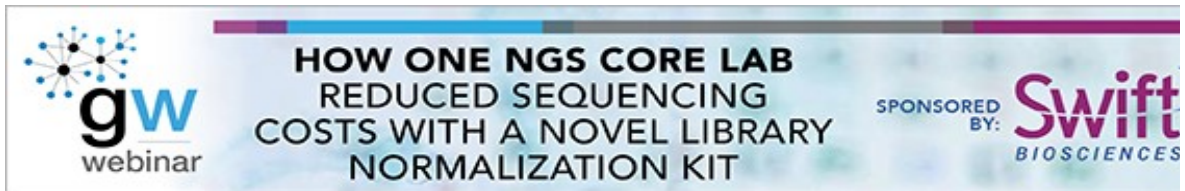
Global Health & Pharma, a British information platform supporting a community of over 250,000 in the health, veterinary and environmental areas, has named Swedish service provider **TATAA** Biocenter AB “Best Nucleic Acid Analysis Service Provider in Europe”.

“We are excited at being the no.1 service provider in Europe. This shows our focus on delivering highest quality results based on careful optimization and quality control combined with our unique offerings based on proprietary technologies when extra sensitivity and specificity is required is paying off.” says Mikael Kubista, CEO and founder of **TATAA** Biocenter.



TATAA Biocenter has developed [Two-Tailed PCR technology](#), which compared to classical PCR, offers higher sensitivity and specificity analyzing short nucleic acids, such as microRNAs, circulating cell-free DNA, and partially degraded material such as formalin fixed paraffine embedded (FFPE) tissues, archeological and forensic specimen. It also offers advantages for genotyping. Other services are provided based on solutions from **TATAA** Biocenter’s partners, including Analytic Jena, Arbor Biosciences, ArcticZymes, Beckman Coulter, Bio-Rad, Brooks, Fluidigm, Gilson, HTG Molecular, Illumina, Lexogen, Loop Genomics, Norgen Biotek, Olink, Roche, Stilla, Swift Biosciences, Thermo Fisher, and Yikon Genomics.





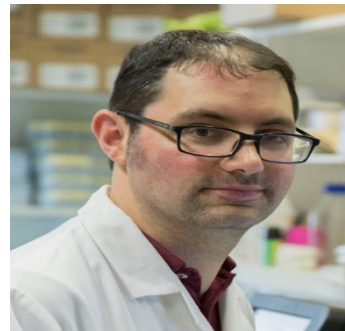
TATAA invites you to the following Swift webinar which will be hosting Tony Brooks, Senior NGS Specialist, UCL Genomics, London, United Kingdom who will be presenting his findings using Normalase Kit to improve his sequencing workflow.

Date: March 27, 2019

Time: 9:00 am PT / 12:00 pm ET/

Sequencing workflows require library quantification and normalization to ensure data quality and reduce cost. Traditionally, prior to sequencing, next-generation sequencing library technicians and automation strategies have had to undertake numerous steps to quantify and normalize NGS libraries.

In this webinar, **Tony Brooks, Senior NGS Specialist at University College London Genomics**, will discuss how his core facility implemented the Swift Normalase Kit, a novel enzymatic library normalization product that streamlines the cumbersome steps following NGS library preparation.



Compared to conventional normalization, Swift Normalase saves sequencing costs by reducing read depth variation within a pool from a typical CV of 10-25% to a CV <10%>

Tony will share how his lab used the Swift Normalase kit for RNAseq library normalization to improve his facility's sequencing workflow and to reduce cost.



Come and Meet Us!

9th Gene Quantification Event qPCR, dPCR & NGS

Date: 18 - 22 March 2019

Location: Freising-Weihenstephan, School of Life Sciences, Technical University of Munich, Weihenstephan, Germany.

[> Read more](#)

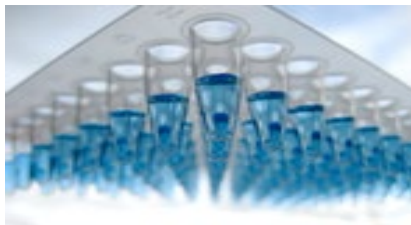
YouTube: <https://www.youtube.com/watch?v=c7ioUtuNb38>

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TATAA Biocenter AB is a leader in Europe in RNA, DNA and protein analyzes with qPCR, NGS and microchip technologies. We offer global molecular education programs, accredited analytical services to industry and technical support to academic and state laboratories. We have developed several own products for qPCR analysis, especially in quality assurance, and supplemented with products from other suppliers. Today, we have one of the market's most complete range of qPCR and NGS products in Sweden with superior technical and application support. We are now looking to strengthen our team in a variety of areas and we look forward to your application.



News

[Press Release! TATAA Biocenter Expands its microRNA Profiling Offering with Somagenics NGS Library Preparation Kits](#)

[Norgen Biotek cf-DNA/cf-RNA BCT Tube is Best-In-Class](#)

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