



Are you working in the lab while your colleagues are eating ice-cream? A good deal might help to cheer you up!

[19% discount* on our new TATAA GenMaster Mix – your best choice for routine qPCR](#)

[> TATAA SYBR GenMaster Mix – The easy-to-use qPCR fastmix for all your gene expression experiments](#)

[> TATAA Probe GenMaster Mix – The easy-to-use qPCR fastmix for all your gene expression and genotyping experiments](#)

Our summer offer means that you only pay:

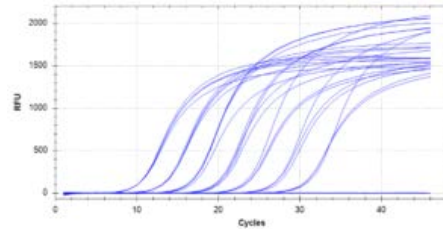
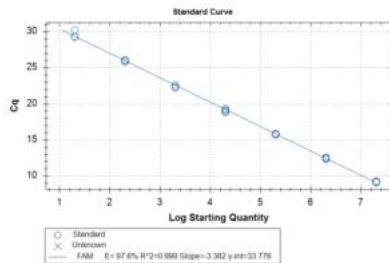
- 251 EUR for 625 reactions
- 721 EUR for 1875 reactions
- 1 377 EUR for 3750 reactions
- 1 701 EUR for 5000 reactions

At TATAA Biocenter we focus on quality. When we pioneered the [single cell expression profiling](#) field more than 10 years ago we needed the most sensitive, specific and robust reagents. We had [benchmarked](#) what was available and found immense variation with some RT kits having cDNA synthesis yields down to 0.5 %. We also noted large batch to batch variations. Depressed by our findings we decided to specify our own mixes, which have developed into the premium [GrandScript](#) and [GrandMaster](#) series, based on which [high throughput single cell qPCR based profiling](#) was developed. Today these are arguably among the very best RT-qPCR reagents available.

But it costs to be no. 1. Premium reagents require expensive components, such as a multitude of optimized antibodies to suppress formation of side products, such as primer-dimers, which is the major complication in high sensitive measurements.

However, for routine work on classical samples composed of millions of cells, the extreme sensitivity of the GrandMaster mix is not needed. **To provide those of our customers that work**

on classical samples we now release the GenMaster series of mixes. They are almost as good as the premier mixes: wide dynamic range, excellent efficiencies, and high robustness.



The really good thing about the TATAA GenMaster Mix is it's much less complex and therefore very attractively priced! Furthermore, to give you good reason to try it, we offer during July and August a further 19 % discount* on the TATAA GenMaster Mixes!

What are you waiting for, it's time to get a lot of qPCR work done!

**The 19% discount is valid until 31st of August 2017 on all sizes of the TATAA GenMaster Mixes. Order directly from TATAA Biocenter in our webshop or by e-mail to order@tataa.com. The discount cannot be combined with other offers or discounts.*

50 % summer discount** on TATAA GrandPerformance Cancer Assays

- Wet-lab validated probe assays
- Preamp validated to not introduce bias

TATAA GrandPerformance assays are the only on the market validated for single cell profiling. Assays from the TATAA Cancer panel can be mixed in any combination and used in a preamplification workflow offering a sensitivity down to a few transcripts under optimum conditions.

Recently the TATAA GrandPerformance assays were used to profile individual circulating tumor cells from patients revealing heterogeneity:

Accession of Tumor Heterogeneity by Multiplex Transcriptome Profiling of Single Circulating Tumor Cells

Tobias M. Gorges, Andra Kuske, Katharina Röck, Oliver Mauermann, Volkmar Müller, Sven Peine, Karl Verpoort, Vendula Novosadova, Mikael Kubista, Sabine Riethd Klaus Pantel

DOI: 10.1373/clinchem.2016.260299 Published October 2016

***The 50% discount is valid July to August 2017 on the TATAA GrandPerformance assays only. Order directly from TATAA Biocenter by e-mail to order@tataa.com. The discount cannot be combined with other offers or discounts.*

[Buy GrandMaster and receive assay design and validation for 150 €!](#)

At TATAA we celebrate Midsummer by offering all customers that order a [TATAA GrandMaster Mix](#) assay design and validation from only 150 €* through our partner!

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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