

# Product of the Month

**SERVA**  
Electrophoresis

Get **20%** discount\* now!

July

\*For all SERVA customers within the EU. Outside Germany and Austria online shop orders only. Can not be combined with other discounts, promotions etc.

## SERVA Protein Fluorescence Dyes

### Highly Sensitive Detection by Pre-Labeling or Gel Staining

#### **NEW:** Protein Detection 2.0 – Pre-Labeling of Protein Samples

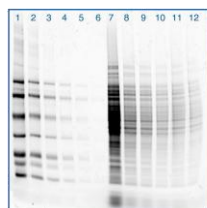
##### **SERVA Lightning Red for 1D SDS PAGE** (Cat. No. 43401)

Easy and fast – Mix your sample with SERVA Lightning Red. After 30 min incubation at room temperature the sample is ready for electrophoresis. Subsequent documentation, scanning, analysis etc. of the gel is directly possible.

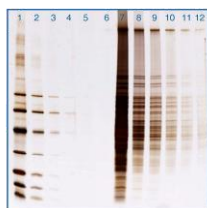
SERVA Lightning Red is compatible with subsequent analysis, e.g. mass spectrometry (MS) and Western blotting.

#### Figure:

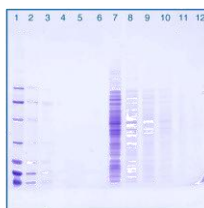
SERVA Lightning Red compared to standard gel staining methods



SERVA Lightning Red  
for 1D SDS PAGE



SERVA Silver Staining  
Kit for SDS PAGE



Coomassie®  
Brilliant Blue G

#### MS- and Western blotting compatible staining of protein gels

##### **SERVA ProteinStain Fluo-Y** (Cat. No. 35092)

Fast and easy staining method suitable for UV-based fluorescence detection

##### **SERVA ProteinStain Fluo-R** (Cat. No. 35090, Cat. No. 35091)

Sensitive and fast protein detection in SDS PAGE, native PAGE and 2D PAGE

	Excitation [nm]	Emission [nm]	Detection Limit
<b>SERVA Lightning Red for 1D SDS PAGE</b>	530	610	0.5 ng BSA
<b>SERVA ProteinStain Fluo-Y</b>	330/390	570	1 ng BSA
<b>SERVA ProteinStain Fluo-R</b>	473/488	610	2 ng BSA

#### Ordering Information

Product	Cat. No.	Size	List Price	Special Price*
<b>SERVA Lightning Red for 1D SDS PAGE</b>	43401.01	500 reactions	155,00 €	124,00 €
	43401.02	1250 reactions	315,00 €	252,00 €
<b>SERVA ProteinStain Fluo-R powder</b>	35090.01	5 mg	98,00 €	78,40 €
	35090.02	25 mg	398,00 €	318,40 €
<b>SERVA ProteinStain Fluo-R solution</b>	35091.01	1 ml	79,00 €	63,20 €
<b>SERVA ProteinStain Fluo-Y solution, 100x</b>	35092.01	10 ml	162,00 €	129,60 €

\* The special prices are valid until **July, 31<sup>st</sup> 2014.**

For further information,  
please contact:

Dr. Judith Koch  
Tel.: +49 6221 13840-44  
E-Mail: Tech.Service@serva.de

The easy way to  
nice prices:

[www.serva.de](http://www.serva.de)



SERVA Electrophoresis GmbH  
Carl-Benz-Str. 7  
D-69115 Heidelberg • Germany  
[www.serva.de](http://www.serva.de)