

Product of the Month

SERVA
■ serving scientists ■



February

Get **20%** discount* now!

*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 Assay Kits Fast and Reliable Protein Quantification

Why different quantification methods?

Although there is a wide variety of protein assays available, none of the assays can be used without first considering their suitability for special applications. Each assay has its own advantages, e.g. tolerance against certain reagents, duration, and limitations, e.g. interference with certain detergents. Therefore, it is often necessary to obtain more than one type of protein assay for research applications.



Colorimetric Quantification Assays

SERVA BCA Protein Assay

Features:

- Compatible with many detergents
- Less binding variation between different proteins

Macro Assay Kit (cat. no. 39228)

Suitable for **25 – 1000 µg protein/ml**

Micro Assay Kit (cat. no. 39229)

Suitable for **0.5 – 20 µg protein/ml**

Lowry Assay Kit

(Cat. no. 39236)

Features:

- Contains ready-to-use reagents and protein standard
- Detection limit: 50 µg protein/ml

Fluorescence-based Quantification Assay

SERVA Purple Protein Quantification Assay

(Cat. no. 39235)

Reversible binding to lysine, arginine, and histidine residues in proteins and peptides which yields an intensely red-fluorescent product (λ_{Ex} 518 nm, λ_{Em} 610 nm)

Features:

- Detection limits: **100 ng peptide/ml, 40 ng protein/ml**
- Linear quantification over 3 orders of magnitude
- Compatible with many detergents & reducing agents
- Fast and simple - no heating and reduction steps, completed in 1 h

Ordering Information

| Product | Cat. no. | Size | List price | Special price* |
|---|----------|------------|------------|----------------|
| SERVA BCA Protein Micro Assay Kit | 39229.01 | 480 Assays | 250.00 € | 200.00 € |
| SERVA BCA Protein Macro Assay Kit | 39228.01 | 250 Assays | 124.00 € | 99.20 € |
| | 39228.02 | 500 Assays | 220.00 € | 176.00 € |
| Lowry Assay Kit | 39236.01 | 250 Assays | 79.00 € | 63.20 € |
| SERVA Purple Protein Quantification Assay | 39235.01 | 10 ml | 256.00 € | 204.80 € |

* The special prices are valid until February 29th, 2020.

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