

New Products Released

- GlycoLink Immobilization Kits and Resins
- Slide-A-Lyzer MINI Dialysis Devices for 0.5ml and 2ml Samples
- Precise Tris-Glycine Gels for SDS-PAGE
- PageBlue Protein Staining Solution
- Azide-reactive DyLight 550-, 650-Phosphine
- RBS 50 Detergent for Automatic Dishwashers
- Pierce Concentrators, PES, 4 MWCOs
- Pierce 96-well Microdialysis Plate
- DyLight 755 NHS-Ester, Maleimide, Kits
- 0.5 and 2ml MINI Dialysis Devices
- Anti-HA Agarose and HA Tag IP/Co-IP Kits
- SnakeSkin Dialysis Tubing, 10K MWCO (16mm, 22mm, 35mm)
- Detergent Removal Spin Plates

• **Download or request the latest version of the Pierce Previews Volume 15, Issue 1 at:**

<http://www.piercenet.com/objects/view.cfm?type=Page&ID=336C6005-EEE4-C77C-0748-AE162EA51531>

New Labs Qualify for \$1000 of FREE Thermo Scientific Pierce Catalog Products. Purchase \$1000 of Pierce products through the new lab start up programs from through Fisher Scientific, and get \$1000 of Pierce products FREE. Qualifying order must be on one purchase order. Free products are calculated at list price and must be equal or lesser value than products purchased. Free products must be ordered within six (6) months of new lab start up. Please allow 4-6 weeks for delivery. Please inquire for more details by calling Fisher Scientific at (800) 766-7000.

NEW Promotion!!!

20% Off RBS 50 Detergent Concentrate and RBS A375 Acid Neutralizer to December 31, 2011. RBS 50 is a low-foaming, liquid detergent formulated for use in automatic washer and ultrasonic baths to clean laboratory glassware, stainless steel equipment and hard surfaces, i.e. plastic and porcelain. RBS 50 can be combined with RBS A375 Acid Neutralizer for additional cleaning power. RBS A375 removes carbonates, hydroxides, and calcareous elements during the pre-wash and rinse steps of automatic laboratory dishwashers to maximize the effectiveness of the RBS 50 detergent.

27570	RBS 50 Detergent Concentrate, 1L	\$36.00
27971	RBS 50 Detergent Concentrate, 5L	\$124.00
27972	RBS A375 Acid Neutralizer, 5L	\$79.00

NEW Promotion!!!

FREE Protein Ladder. Purchase select packages of SuperSignal® Substrates from October 1 to November 30, 2011, and receive a free PageRuler™ Plus Pre-stained Protein Ladder (2 x 250µl).

Qualifying Part Numbers

34080	SuperSignal West Pico Substrate, 500ml
34078	SuperSignal West Pico Substrate, 1000ml
34075	SuperSignal West Dura Substrate, 100ml
34076	SuperSignal West Dura Substrate, 200ml
34095	SuperSignal West Femto Substrate, 100ml
34096	SuperSignal West Femto Substrate, 200ml

Follow the instructions below to redeem your free product. Outside the United States, contact your local distributor to determine their participation in this offer.

1. Place product order
2. Receive your order. Hold on to the paperwork, especially the packing slip!
3. visit www.thermoscientific.com/pierceoffers. Submit your contact information and information from your packing slip.
4. allow ~3 weeks after completing the online form to receive your free protein ladder. Offer is valid on purchases made October 1 through November 30, 2011. Request your free protein ladder by December 31, 2011.

Limit one protein ladder per qualifying order.

20% off list price on Pierce ELISA Kits. Up to December 31, 2011, save 20% on all target-specific Pierce ELISA kits (e.g. TNF α , IFN, etc) purchased directly from Thermo Scientific Pierce using promotion

code #942680. A list to qualifying kits is in: <http://www.piercenet.com/browse.cfm?fldID=0701>. The 20% discount is good for first-time orders of select target-specific Thermo Scientific ELISA Kits purchased direct. This offer is not valid with any other offer and can be ordered through Fisher Scientific, the discount is available only for orders placed at (800) 874-3723, or (815) 968-0747.

25% off Magnetic IP/Co-IP Kits. From September 1, 2011 to February 28, 2012, save 25% on the Magnetic IP/Co-IP Kits using the promotional part numbers below.

Description	Promotional Part #	List Price	Promotional Price
Pierce Magnetic IP/Co-IP Kit	88804PR	\$350.00	\$262.00
Pierce Crosslink Magnetic IP/Co-IP Kit	88805PR	\$399.00	\$299.00

★ Magnetic beads based on Protein A/G recombinant protein - compatible with most primary antibodies
 ★ Immunoprecipitate as quick as 30 minutes to reduce background and improve capture of transient protein complexes

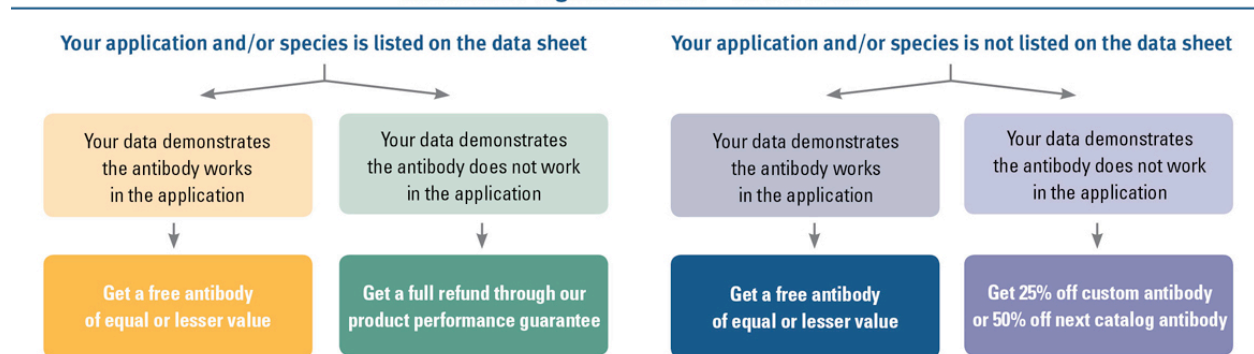
★ Immunoprecipitate with half the recommended volume of magnetic particles compared to other magnetic beads

HisPur Ni-NTA Pre-packed Spin Column Sample. FREE 1ml pre-packed HisPur Ni-NTA Spin Column. Limit one (1) column per lab. Offer is good while supplies lab. Please visit www.piercenet.com/offers to request sample.

New Mass Spectrometer Owners can save up to \$2,000 on their first order of Thermo Scientific Pierce products. If you purchased or installed a new Thermo Scientific Mass Spectrometer since January 1, 2011, you can receive 50% off your first order up to \$4,000 (list price) of Thermo Scientific Pierce Protein Research Products.

Thermo Scientific Pierce Antibody Innovators Program. Get rewarded with FREE antibodies for your antibody data. As part of our ongoing effort to collect performance data and researchers' feedback on qualified antibodies, we now have a program that rewards you for sharing your data with us. Simply submit your data for qualified antibodies to the Innovators Program and receive additional antibodies of equal or lesser value absolutely free. As always, you can rely on our 100% performance guarantee that ensures all antibodies work robustly in the applications listed on the data sheet.

Innovators Program Rewards – How it works



For more details on the innovators program, visit: <http://www.pierce-antibodies.com/pages/innovatorsProgram.cfm>

Buy 2 Pierce ECL Plus Western Blotting Substrate and get a 3rd Kit Free. Plus FREE overnight shipping on any direct order that includes Pierce ECL Plus Substrate. From now until December 31, 2011, buy two (2) 100ml Pierce ECL Plus Kits and receive a third 100ml kit for FREE. Just use special product number 32132X3 when placing your direct order at (800) 874-3723. Receive free shipping and overnight delivery on any order that includes any Pierce ECL Plus Product (Product #'s 32132X3, 32123, or 32134).

Continued on next page

FREE Protein Ladder Sample with the purchase of PageBlue Protein Staining Solution. Purchase the Pierce PageBlue Protein Staining Solution #24620 and receive the Thermo Scientific PageRuler Unstained Broad Range Protein Ladder 25µl FREE. Qualifying purchases made between September 1, 2011 and December 31, 2011. Request free protein ladder by January 31, 2012 at www.piercenet.com/offers. If you are unable to use the form, or have difficulty, please contact pierce.cs@thermofisher.com, or call (800) 874-3723. Allow about 3 weeks for delivery of free product. **Valid only in the United States.** void where prohibited by institutional policy or law.

50% off Thermo Scientific Affinity Purified 90-day Rabbit Peptide Antibody

Use promotional code affinity50 and receive 50% discount on the 90-day rabbit peptide antibody protocol, a savings of \$785. Small-scale purification (\$450) + 90-day rabbit protocol (\$1570) = Regular price, \$2020, through December 31, 2011 is only \$1235. Small Scale purification is up to 50ml of serum.

Free 25ml Samples of M-PER, T-PER, B-PER, and/or Y-PER Protein Extraction Reagents

Visit www.thermoscientific.com/pierceoffers and complete a brief survey. Outside the United States, contact Fisher Scientific at (800) 766-7000 to determine their participation in this offer. Offer void where prohibited. Offer valid from July 1, 2011 to December 31, 2011, or while supplies last. Limit one free sample per laboratory.

M-PER	Mammalian Protein Extraction Reagent, non-denaturing detergent for total cell lysate
T-PER	Tissue Protein Extraction Reagent, designed for total protein extraction from tissue
B-PER	Bacterial Protein Extraction Reagent, gently lyse <i>E. coli</i> and other bacterial cells and extract soluble recombinant proteins
Y-PER	Yeast Protein Extraction Reagent, disrupt yeast cell walls without damaging the cell or contents

30% off any Pierce High Sensitivity Coated Plate

Detect low concentrations of biotinylated targets with the Pierce High Sensitivity Streptavidin and NeutrAvidin Coated Plates. High-sensitivity plates are coated using proprietary surface activation to ensure the most reactive configuration of streptavidin and NeutrAvidin, enabling the high sensitive detection of biotinylated antibodies and other proteins (>5ng/ml). Expires December 31, 2011. **Request a quote for orders through Fisher Scientific.**

- 15520 Streptavidin-Coated Plates (High Sensitivity), 8-well strip, clear
- 15525 Streptavidin-Coated Plates (High Sensitivity), 8-well strip, black
- 15530 NeutrAvidin-Coated Plates (High Sensitivity), 8-well strip, clear
- 15535 NeutrAvidin-Coated Plates (High Sensitivity), 8-well strip, black

Highlights:

- ★ Detect as low as 5ng.ml of biotinylated IgG
- ★ Low background with high signal-to-noise ratios
- ★ Use either fluorescence, chemiluminescence, or colormetric detection
- ★ Plates are supplied pre-blocked to save time

15% Off Thermo Scientific Pierce Protein Concentrators

Offer valid through December 31, 2011 on 10-pack sizes only. No redemption required, if ordering through Fisher Scientific simply use "PI" catalog numbers when placing your order

Description	Promotional Part #	Price
9K MWCO, 7ml Protein Concentrator	PI87748PR	\$53.55
9K MWCO, 20ml Protein Concentrator	PI87749PR	\$96.90
20K MWCO, 7ml Protein Concentrator	PI87750PR	\$53.55
20K MWCO, 20ml Protein Concentrator	PI87751PR	\$96.90
150K MWCO, 7ml Protein Concentrator	PI89920PR	\$53.55
150K MWCO, 20ml Protein Concentrator	PI89920PR	\$96.90

Free 500ml Pierce Fast Semi-Dry Transfer Buffer (PI-35035) with the purchase of a Thermo Scientific Pierce Fast Semi-Dry Blotter (PI-88217). Offer valid on purchases made through December 31, 2011 while supplies last. Limit one special offer per customer unless otherwise specified. Please allow 6-8 weeks for delivery of free product. **Offer valid in the United States Only. Purchases must be made on a single order through Fisher Scientific and redeemed through the Fisher Scientific online redemption form.**

- ★ Blots proteins onto membrane in 7-10 minutes when used with the methanol-free Pierce Semi-Dry Transfer Buffer (#35035)
- Evenly and effectively transfers proteins from polyacrylamide gels to nitrocellulose or PVDF
- ★ Provides same transfer efficiency as other semi-dry or wet transfer units, requires no costly consumables.
- ★ Can transfer up to 4 mini gels at a time

Thermo Scientific High Capacity Streptavidin Agarose Resin: Buy One, Get One Free

Purchase one 2ml package of Thermo Scientific Pierce High Capacity Streptavidin Agarose Resin (PI-20357) and receive an additional 2ml package FREE. Offer valid on purchases made through December 31, 2011 while supplies last. Limit one special offer per customer unless otherwise specified. Please allow 6-8 weeks for delivery of free product. **Offer valid in the United States Only. Purchases must be made on a single order through Fisher Scientific and redeemed through the Fisher Scientific online redemption form.**

- ★ Binds >10mg biotinylated BSA per ml of resin
- ★ On a 6% crosslinked beaded agarose support
- ★ Also available in 5 and 10ml resin, or 1 and 5ml chromatography cartridges

FREE Thermo Scientific Pierce Prestained and Unstained Protein Ladders Sample

Complete the online survey at www.thermoscientific.com/pierceoffers to receive one free sample of our PageRuler* Protein Ladders. *Limit 2 samples per lab. Offer expires December 31, 2011.*

26615	PageRuler Unstained Protein Ladder	25µl FREE
26631	PageRuler Broad Range Unstained Protein Ladder	25µl FREE
26618	PageRuler Prestained Protein Ladder	25µl FREE
26621	PageRuler Plus Prestained Protein Ladder	25µl FREE

- ★ High quality without the high price
- ★ Sharp protein band resolution and consistent migration patterns provide easy molecule determination
- ★ Protein Ladders are ready to load without heating or boiling
- ★ Exceptional lot-to-lot consistency and reproducibility

Thermo Scientific Open Biosystems Custom Antibody Promotion (for 1st time customers).

- 2-SPF rabbit, 70-day peptide antibody special
 - Regularly \$1315; **Discount Price \$995.00. Use Promotion Code: 70D995**
- 2-SPF rabbit, 70-day supplied-antigen antibody
 - Regularly \$685; **Discount Price \$499.00. Use Promotion Code: 2R70DSP**

Special pricing valid through December 31, 2011. The promotion also includes:

- OpenProject™ - Online project tracking
- Antigen Profiler™ - superior antigen/peptide design
- Targeted Antigen Display™ - peptides are conjugated to KLH, or similar carrier, so they are presented in multiple, alternate confirmations that mimic the presentation of the epitopes in the native protein of interest based upon application.
- Immunization of 2 specific pathogen-free rabbits
- 4 boosts/rabbit, including primary boost in CFA
- 3 post-inject bleeds per rabbit for a total of ~70ml serum per rabbit
- Pre-immune bleeds from each rabbit
- High-performance liquid chromatography (HPLC) and mass spectrometry on peptide
- ELISA titration on all bleeds upon protocol completion to monitor the immune response

Custom Phosphospecific Antibody Promotion from Thermo Scientific Open Biosystems (Valid for 1st time customers)

Now available for \$2,395 (a \$3,305 value)

Promotional Package Includes: **Use Promotion Code: 2R70DPHOS**

- Antigenic peptide design using Thermo Scientific Antigen Profiler Software
- Unique online project tracking
- Synthesis and purification of phosphorylated and non-phosphorylated peptides
- Conjugation of phosphopeptide to KLH or similar carrier (e.g. BSA, OVA, THY, RSA)
- Immunization of 2 SPF-certified rabbits
- 70-day protocol

• Three-step affinity purification: Antibodies to the modified target are enriched and cross-reactive antibodies to the unmodified target are removed through the use of affinity depletion columns.

• **We guarantee a minimum titer of 1:10,000 against the phosphopeptide**

• and much more!!

Ordering is easy, online quote or fax forms at www.thermo.com/openbiosystems-antibodies

Free Antigen Profiler™ Antigen Design for Antibody Development Software from Open Biosystems

Peptide and Protein Antigen Design

• Examine comparative antigenicity based upon a set of powerful algorithms that enables researchers to have protein sequences analyzed to select the best peptides for antibody production

Advanced Protein Analysis

• Antigen Profiler™ Compiles bioinformatic data based on epitope mapping, secondary structural analysis and comparative antigenicity to design antibodies with greater collective utility across assay formats.

Sophisticated computational algorithms identify active sites, signal peptides, splice variants and over a dozen additional features

Optimal Peptide Design

• Thermo Scientific Open Biosystems internal analysis program searches and accesses your sequence to identify the best candidate peptides that optimize synthesis success, solubility and antigenicity. Each peptide is compared with out current BLAST databases of over two dozen species to limit cross-reactivity while improving overall antibody specificity.

Pierce products are an excellent fit for labs doing:

- Western Blotting
- Protein expression
- Antibody and protein purification kits
- Cell Lysis
- Drug Discovery
- Crosslinkers
- Protein assays
- Protein interactions
- Custom antibody production and/or commercial antibodies (www.openbiosystems.com and www.thermoscientific.com/antibodies)
- Custom Peptides, including Heavy (isobaric) Peptides
- ELISA
- Fluorescence
- Mass Spectrometry



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Life Science Research
NY, CT, RI, Canada (ON, QC, NB, NL, PEI, NS)
Thermo Scientific – Part of Thermo Fisher Scientific
3747 N. Meridian Road
Rockford, Illinois 61105
Cell: (585) 200-6363
Voicemail: (800) 874-3723 x445
earl.walker@thermo.com
www.thermo.com/pierce