

## Media Release

### **gelcompany first sale of HPE system in Saudi Arabia**

- *Respected proteomics expert commits to new system*

**18 March 2010 – Sydney, Australia:** Gelcompany has made the first sale of its new High Performance Electrophoresis (HPE) FlatTop Tower system into Saudi Arabia.

The buyer of three complete HPE systems is Shareef Antar from the King Abdullah University of Science and Technology (KAUST) in Saudi Arabia.

KAUST is a new research university that is dedicated to inspiring a new age of scientific achievement in the Kingdom of Saudi Arabia. Shareef Antar is the Chief Research Specialist in the Proteomics Core Laboratory within the Biosciences and Bioengineering Department. KAUST is the realisation of a decade long vision of King Abdullah bin Abdulaziz Al Saud.

Shareef Antar said, "We have selected Gelcompany's HPE system for our new facility as it represents the next generation in protein electrophoresis. The HPE system fits within the vision of KAUST of applying the latest technology to inspire a new age in scientific research. The results from the HPE system are impressive and with the high throughput advantages we are confident KAUST will be the premier research facility in the region."

Gelcompany CEO James Walker believes the HPE system's Saudi Arabian debut will be the first of many in the fast growing Middle East market. "We are very happy to be working with Dr Antar and his team and it is very satisfying that our technology is being adopted by one of the newest proteomics research facilities in the world."

The HPE system was launched late last year and its ground-breaking technology enables higher resolution, reproducibility and ease-of-use in 1D and 2D gel electrophoresis separations than any other system.

In 2D electrophoresis the breakthrough HPE technology can detect up to 15 per cent more proteins spots because it uses thinner pre-cast gels and a more efficient cooling system with higher electric field strength. This results in running times of around four hours and produces greater resolution and sharper bands or spots.

The new HPE system uses 1D and 2D pre-cast gels in an easy-to-use FlatTop Tower with four horizontal electrophoresis platforms in one system.

The quality-controlled, pre-casted HPE gels on plastic backing are laid onto the cooling plates – doing away with the time-consuming vertical electrophoresis preparation of glass gel cassettes.

There is no need for technicians to handle tanks containing up to 25 litres of buffer fluid, or for time-consuming cleaning for re-use. And of course there is no need to handle toxic monomer acrylamide for gel casting any more.

The HPE gels have a one year shelf-life and remain stable during storage. The equilibration buffer is provided with the HPE gels – meaning fewer variables than conventional electrophoresis.

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**About Fluorotechnics and gelcompany:** Fluorotechnics, under the trade brand of Gelcompany develops, manufactures and supplies products that enable Life Scientists to better measure biological processes. Our products have applications in proteomics, genomics and cell biology and are routinely used in research, development, quality control and diagnostics.

Gelcompany is focused on the development of innovative products, integrated into novel solutions that provide enhanced performance. Our core skills and technology advantage are in electrophoresis, where we have championed the introduction of High Performance Electrophoresis (HPE), a novel electrophoresis workflow solution.

We are dedicated to providing quality products, support and service and to improve scientific methodologies through the development of technically superior products that are also environmentally friendly, safe and easy to use.