

## **Fluorotechnics is open for business**

30 October 2006 – Sydney, Australia

Fluorotechnics Pty Limited is pleased to announce that from 1 November 2006 the company will be supplying our products directly to the customer.

Customers can now purchase our products directly from us by faxing orders to +61 2 9850 8253 or via our website ([www.fluorotechnics.com](http://www.fluorotechnics.com)).

Fluorotechnics has the distribution network and infrastructure in place to fulfill orders in North America, Europe, Asia and the Australian/New Zealand.

Duncan Veal, CEO of Fluorotechnics said "We are excited about being in a position to sell our products directly to the customer as well as continuing our relationship with our three important life science partners, GE Healthcare Biosciences, Sigma-Aldrich and Active Motif. This new approach will ensure that we continue to work with our customers to provide better fluorescent solutions to meet their needs in a faster and more effective route."

Products currently available include:

1. LavaPurple Total Protein Stain
2. LavaPurple Total Protein Kit (stain as well as all buffers required)
3. LavaDigest - Protease Monitoring Kit
4. LavaPep – Peptide Quantification Kit
5. LavaCell – Live Cell Imaging Kit

All our products are based on our core set of internally developed and owned fluorescent molecules which offer many advantages over other fluorescent products, including:

- Only become fluorescent on interaction with proteins or peptides
- Products are water soluble
- Are based on a small (mw 410), neutral molecule
- Are non-toxic
- Are ideal for multiplexing with other fluorophores due to long Stokes' shift
- Are environmentally friendly and easy to dispose as it is not based on heavy metals

## **About Fluorotechnics Pty Limited**

Fluorotechnics was founded in 2002 and specialises in the discovery, development and manufacture of fluorescent labels and stains for use in research, biotechnology and diagnostics. Fluorotechnics is located in Sydney, Australia and has international sales offices in North America and Europe. LavaCell is a trademark of Fluorotechnics Pty Limited.

Fluorotechnics acknowledges the financial assistance of the Australian and NSW Governments in the development of this product, through the R&D Start and Biotechnology Innovation Grant Schemes.

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