

## Fluorotechnics launches LavaBlue™ protein stain kit

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Fluorotechnics Pty Limited has launched a new protein stain kit called LavaBlue.

LavaBlue is a cost-effective fluorescent gel stain for 1 and 2D protein electrophoresis that is quick, simple to use and includes the buffers and fixatives required. This stain provides high sensitivity combined with excellent linear dynamic range and is ideal for use with widely available UV-transilluminator based systems, commonly used in genomics.

In announcing the launch of LavaBlue, Duncan Veal (CEO) of Fluorotechnics said, "Fluorescent staining in protein electrophoresis is recognized as offering a number of advantages over traditional colorimetric stains. However, the requirement to have expensive fluorescence-based imaging equipment combined with the high price of fluorescent stains has meant that fluorescence has been limited to well-funded specialist labs. The introduction of LavaBlue enables any laboratory with access to a UV-transilluminator to enjoy the benefits of fluorescence for protein analysis using a reasonably priced stain."

LavaBlue protein stain kit is available for ordering via the internet at [www.fluorotechnics.com](http://www.fluorotechnics.com) or by faxing your purchase order to +61 2 9850 8253. For enquiries in your region please contact the following people:

- North America – Joe Ladik – [jladik@fluorotechnics.com](mailto:jladik@fluorotechnics.com) or +1 856 858 4368
- Europe – Mark Weller – [mweller@fluorotechnics.com](mailto:mweller@fluorotechnics.com) or +44 0 116 292 2623
- Rest of the World – [sales@fluorotechnics.com](mailto:sales@fluorotechnics.com) or +61 2 9850 8253

For your local distributor see <http://www.fluorotechnics.com/dist.php>

### About Fluorotechnics Pty Limited

Fluorotechnics was founded in 2002 and specializes 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.

In November 2007 Fluorotechnics acquired ETC Elektrophorese-Technik. Founded in 1990, ETC develops and manufactures high-end electrophoresis consumables, including gels and buffers and instrumentation for DNA and protein electrophoresis. ETC Elektrophorese-Technik is located in Kirchentellinsfurt, Germany.

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