

Fluorotechnics launches LavaPurple™ Total Protein Stain

27 October 2006 – Sydney, Australia

Fluorotechnics Pty Limited is pleased to announce the launch of its latest product, LavaPurple Total Protein Kit, effective from 1 November 2006.

LavaPurple stain is the most versatile and sensitive fluorescent total protein stain available. It is suitable for native (e.g. IEF) and denaturing gels (e.g. SDS-PAGE) of all chemistries and both PVDF and nitrocellulose blots.

Binding is reversible allowing LavaPurple to be compatible with Mass Spec, Edman sequencing Immuno-staining and functional analysis.

Protocols for both gel and blot staining are simple and quick and all required buffers are included in the kit. Gels stained with LavaPurple don't break up as easily as those stained with other products as strong solvents are avoided. LavaPurple staining results in low background fluorescence and no speckling enabling simpler and more reliable image analysis. LavaPurple is a biodegradable natural product that is safe and environmentally friendly.

LavaPurple Total Protein Kit is available for ordering via the internet at 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 - Brad Cooney – bcooney@fluorotechnics.com or +1-519-362-9001

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Rest of the World – sales@fluorotechnics.com or +61-2-9850-8253



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. LavaPurple 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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