

Press Release

Eurofins MWG Operon Launches SmartSeq – An Innovative DNA Sequencing Solution For Premixed Samples

SmartSeq is the most convenient and innovative prepaid solution for analysing premixed samples with Sanger sequencing.

Ebersberg, Germany, March 12, 2013 – Eurofins MWG Operon, international market leader for custom DNA sequencing services from single reads to complete sequencing projects, has launched a new prepaid solution for premixed samples in tubes: SmartSeq Kit.

Pooling together purified DNA with the appropriate sequencing primer before sending samples off is a common practice by researchers worldwide. The problem that most researchers face is securely sending the right concentrations of their samples to the sequencing facility. The SmartSeq Kit offers all the consumables to conveniently prepare and safely ship premixed samples (mixture of purified DNA with sequencing primer) to Eurofins MWG Operon's core DNA sequencing facility in Ebersberg, Germany.

SmartSeq Kits combine the advantages of the Eurofins MWG Operon online shop features including administration of kits and secure access to sequencing data. The actual ordering process is simplified since no further order entries are necessary after one single order for a SmartSeq Kit has been placed. The SmartSeq Kit consists of 96 pre-labelled 2D matrix tubes in a pre-barcoded rack for identification, tube lids for secure sealing and a sample preparation guide.

SmartSeq gives researchers the freedom to share the kit's tubes with colleagues granting them access to the sequencing data. An entire SmartSeq Kit can be freely assigned to someone else with all the rights and data access of the kit.

Free sample bags and boxes are available to send samples using the Eurofins MWG Operon free pick-up service or any commercial postal carrier. Upon sample receipt, the sequencing results are available the very next morning in the customer's secure online account and can be retrieved for more than 100 days.

“The SmartSeq Kit is another excellent product from our marketing and IT solutions team which underlines our goal to truly improve the service we provide to our customers”, says Bruno Poddevin, Eurofins Senior Vice President, Genomic Services. “We are extremely excited about the launch as we believe that SmartSeq sets a benchmark and brings tangible added value to routine lab work.”

About Eurofins MWG Operon

Eurofins MWG Operon, with major offices and production sites in Europe, Japan and the USA, is an international provider of genomic services established around the core business lines DNA sequencing, oligonucleotides, siRNA and gene synthesis. The company's main mission is focussed on providing customer convenience and high quality services in industrial scale for the life science industries and academic research institutions around the world. Eurofins MWG Operon's competence in the synthesis of oligos has made the company a European market leader and a strong global player.

Eurofins MWG Operon is a member of the Eurofins Group, a global leader in bioanalytical testing in the food, environment and pharmaceutical sectors with 8,000 employees in 150 laboratories across 30 countries.

For further information about Eurofins MWG Operon, please visit eurofinsgenomics.com.

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