

# Improved Transfection Efficiency

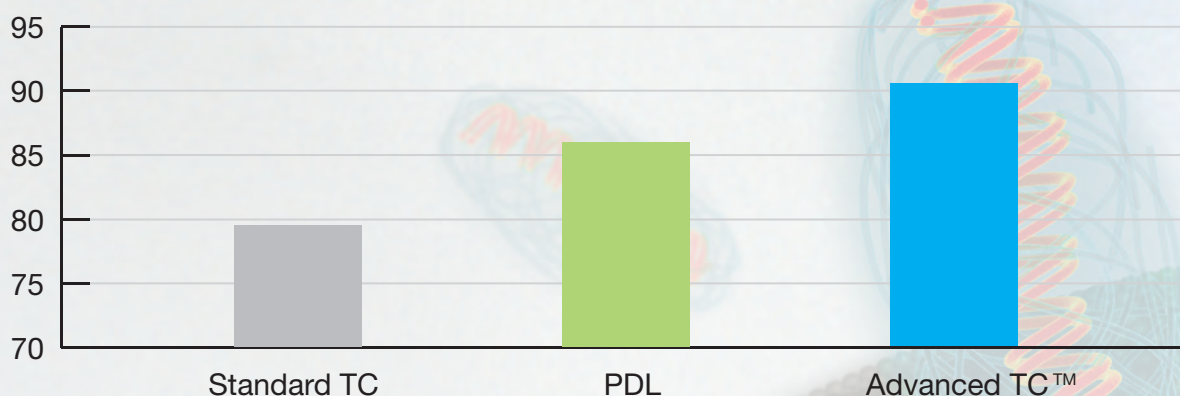
## with jetPRIME® Transfection Reagent from Polyplus-transfection and Advanced TC™ Cell Culture Plates from Greiner Bio-One

DNA transfection has become a powerful and popular research tool in cell and molecular biology studies. Understanding the underlying mechanisms and the different parameters affecting transfection is crucial for optimal, reproducible, and trustworthy results.

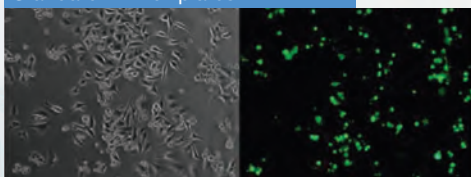
Polyplus-transfection SA and Greiner Bio-One have investigated the influence of different surfaces on the overall cell growth and transfection efficiency.

Polyplus jetPRIME® transfection reagent and Greiner Bio-One's Advanced TC™ cell culture plates as well as Greiner Bio-One PDL CELLCOAT® plates were used in combination.

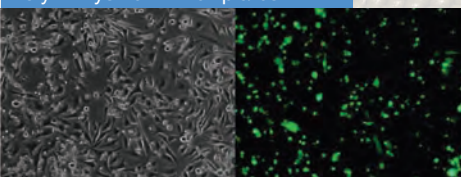
**GFP Positive Cells (%)**



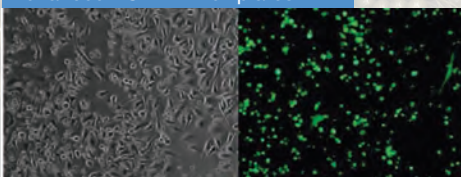
Standard 24 well plates



Poly-D-Lysine 24 well plates



Advanced TC™ 24 well plates



After 72 hours using DNA 0.5µg/well, ratio 0.5µg DNA : 1µl jetPRIME®

The results show that Advanced TC™ and Poly-D-Lysine (PDL) - coated surfaces provide beneficial advantages when culturing HeLa cell line with respect to both number of transfected cells and enhancement of transfection efficiency.

➤ **Improve overall cell growth** ➤ **Achieve a higher cell count** ➤ **Enhance transfection expression**

Please have a look at the promotion from Polyplus-transfection SA for jetPRIME® transfection reagent & the promotion from Greiner Bio-One for Advanced TC™ plates on the backside!

Polyplus-transfection SA develops innovative solutions for in-vitro and in-vivo delivery of nucleic acids for research, bioproduction and therapeutics.

Greiner Bio-One is a leading supplier of microplates and specialized products for the analysis of cell cultures at universities and research organizations, as well as to the diagnostics and pharmaceutical industries.

## Polyplus jetPRIME® Buy One Get One Free! Use Promo Code # 2949

### DNA & siRNA Transfection Reagent

- Latest generation of powerful transfection reagent
- Use less reagent and DNA to perform 2 to 3 times more experiments per vial  
*Provides excellent cell viability and cost-savings*
- Compatible with serum & antibiotics  
*Easy protocol*

#### jetPRIME® Transfection Reagent

Cat. No. **89129-922** Size: 0.75 mL + 60 mL buffer

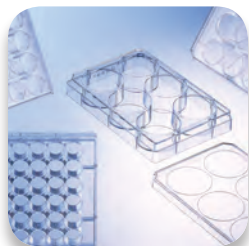


greiner bio-one

**Request a free Greiner Bio-One sample from your VWR Representative**

## Buy 1 case of GREINER BIO-ONE Advanced TC™ Plates

Use Promo Code # 4199



GBO PN	Product Descriptions	Pack Qty	Case Qty	VWR PN
657960	6 Well Advanced TC™, clear, sterile, with lid	1	100	89131-688
665980	12 Well Advanced TC™, clear, sterile, with lid	1	100	89136-864
662960	24 Well Advanced TC™, clear, sterile, with lid	1	100	89131-690
677980	48 Well Advanced TC™, clear, sterile, with lid	1	100	89136-866
655983	96 Well Advanced TC™, white/clear, sterile, with lid	8	32	89136-852
655986	96 Well Advanced TC™, black/μClear, sterile, with lid	8	32	89131-694
781986	384 Well Advanced TC™, black/μClear, sterile, with lid	8	32	89131-696

## ... Get 1 Free case of any product listed below:

GBO PN	Product Descriptions	Pack Qty	Case Qty	VWR PN
657160	6 Well CELLSTAR®, TC treated, flat bottom, sterile, with lid	1	100	82050-842
665180	12 Well CELLSTAR®, TC treated, flat bottom, sterile, with lid	1	100	82050-930
662160	24 Well CELLSTAR®, TC treated, flat bottom, sterile, with lid	1	100	82050-892
677180	48 Well CELLSTAR®, TC treated, flat bottom, sterile, with lid	1	100	82051-004
655098	96 Well CELLSTAR®, TC treated, white/μclear, flat bottom, sterile, with lid	8	32	82050-758
655090	96 Well CELLSTAR®, TC treated, white/μclear, flat bottom, sterile, with lid	8	32	82050-748
781091	384 Well CELLSTAR®, TC treated, black/μclear, flat bottom, sterile, with lid	8	32	82051-282

\*Limited offer

To receive your FREE product, follow the steps below.

1. Order Polyplus-transfection and Greiner Bio-One products by visiting [vwr.com](http://vwr.com), calling 1-800-932-5000, or contacting your VWR sales representative between November 20, 2014 - September 30, 2015.

2. Have your VWR invoice, VWR packing slip, or VWR purchase order ready and go to [us.vwr.com/promotions](http://us.vwr.com/promotions). Search for Promo code 4199 (Greiner Bio-One) or Promo Code 2940 (Polyplus-transfection) and fill in the form before October 15, 2015.

Please allow 4-6 weeks for delivery of your FREE product.

Offer valid for end-user customers only for purchases between November 20, 2014 - September 30, 2015. Limit of one jetPRIME® #89129-922 per customer.

jetPRIME® and Polyplus-transfection are registered trademarks of Polyplus-transfection SA.

**VWR**  
We Enable Science  
1.800.932.5000  
[vwr.com](http://vwr.com)

Prices and product details are current when published; subject to change without notice. | Certain products may be limited by federal, state, provincial, or local regulations. | VWR makes no claims or warranties concerning sustainable/green products. Any claims concerning sustainable/green products are the sole claims of the manufacturer and not those of VWR International, LLC. All prices are in US dollars unless otherwise noted. Offers valid in US and Canada, void where prohibited by law or company policy, while supplies last. | VWR, the VWR logo and variations on the foregoing are registered (®) or unregistered trademarks and service marks of VWR International, LLC and its related companies. All other marks referenced are registered by their respective owner(s). | Visit [vwr.com](http://vwr.com) to view our privacy policy, trademark owners and additional disclaimers. ©2015 VWR International, LLC. All rights reserved.

1114 4M Lit. No. 07131 Promo Code 2949 and 4199

1455002R1