

**Shouldn't the quality of your pure water be a constant rather than a variable? / Millipore Corporation.**

**Contributors**

Millipore Corporation.

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<https://wellcomecollection.org>



Monday, 8:00 am  
10 MΩ-cm



Monday, 1:15 pm  
2 MΩ-cm



Shouldn't  
The Quality  
Of Your  
Pure Water  
Be A Constant  
Rather Than  
A Variable?



Tuesday, 10:15 am  
8 MΩ-cm

## MILLIPORE



3/6/96



With traditional water purification methods, such as distillation or deionisation, there's only one constant... change. Both are sensitive to fluctuations in tap water quality and both are maintenance-intensive. Simply put, you may never get control of water purity with these methods, and that means the addition of

potential variables which can adversely affect your results. Now you can get consistently pure Analytical-Grade water directly from tap water feed with the new Millipore family of Elix water systems. Elix systems combine reverse osmosis (RO) with our exclusive Continuous Electrodeionisation (EDI)

process in a single, compact system to offer a consistent alternative to both distillation and deionisation. In fact, Elix product water can be used in applications where distilled or deionised water is currently used.

**Analytical-  
Grade Water  
Directly  
From  
Tap Water  
With No  
Purity  
Fluctuations!**

**Introducing  
New Elix™  
Water  
Purification  
Systems**

**A Viable Alternative To  
Traditional Methods**

**The Efficient  
Alternative  
to Distillation**

- No time-consuming, labor-intensive cleaning required
- More efficient water consumption than distillation
- More energy efficient than distillation

**The Consistent  
Alternative  
to Deionisation**

- No interruption in service for maintenance
- No resin replacement means lower running costs
- Eliminates the need for chemical regeneration and its adverse effects



**MILLIPORE**



**Use Elix Product Water  
In Place of Distilled Or  
Deionised Water**

- Microbiological media preparation
- Buffer, chemical reagent, and biochemical reagent preparation
- Hydroponics
- Final rinsing of glassware
- Feed to laboratory equipment, such as stability testing chambers, hydrogen gas generators, and autoclaves
- Feed to Milli-Q® Ultrapure Water Systems
- USP/EP Purified water

**Find Out How Elix  
Systems Can Make  
Water Quality A Constant  
In Your Laboratory**

Find out the secret to consistent water quality. For more information on the new line of Elix systems, call **01923 816375** or fax **01923 816128**. Or visit our web site at URL <http://www.millipore.com/H2O>.

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# MILLIPORE

001767

WELLCOME INSTITUTE  
MR. STEPHEN LOWTHER  
LIBRARY  
183 EUSTON ROAD  
NW1 2BE LONDON  
UNITED KINGDOM

**Yes! I'd like to find out how I can use a *single* ECONOMICAL western blotting reagent to detect *both low- and high-abundance* proteins.**

- ☐ Please send me an Immobilon™ Western Chemiluminescent HRP/AP Detection Reagents data sheet today.
- ☐ Please have an Application Specialist contact me.
- ☐ I'd like to request a product sample:
  - ☐ Immobilon Western Chemiluminescent HRP Substrate
  - ☐ Immobilon Western Chemiluminescent AP Substrate

**You can choose your reply method**

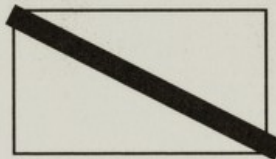
Complete this prepaid form and drop it in the mail, fax the form back to +33 3 90 46 91 95 or visit [www.millipore.com/ultimate](http://www.millipore.com/ultimate) and fill in the online form.

UK

***Par avion  
Prioritaire***

CCRI / IBRS NO: 46013

NE PAS AFFRANCHIR



NO STAMP REQUIRED

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**REPONSE PAYEE - REPLY PAID  
FRANCE**

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MILLIPORE S.A.S.  
MARKETING BIOSCIENCE  
67125 MOLSHEIM CEDEX

# MILLIPORE

001767

Mr. Stephen Lowther  
Wellcome Institute  
Library  
183 Euston Road  
NW1 2BE London  
UNITED KINGDOM

Watford, Tuesday 12 July 2005

Dear Mr. Lowther,

If you use western blotting procedures in your research, you're probably familiar with Immobilon-P, the first 0.45 µm PVDF membrane for western blotting introduced by Millipore in 1985.

Today Millipore would like to offer you the benefits of another technology breakthrough – **NEW Immobilon™ Western HRP and AP Substrates**. Now, just one substrate does it all, providing you with high-sensitivity over a broad detection range for all your western blotting experiments. With Immobilon Western substrates, you benefit from the ease of working with a **single** chemiluminescent substrate that can detect both femtogram and picogram levels of proteins – while **reducing total reagent costs by 50 % or more!**

In addition, these new Immobilon Western Chemiluminescent Substrates complement Millipore's existing range of high-quality blotting membranes. They have been optimized and validated on Immobilon-P membranes, making Millipore the only membrane manufacturer able to offer you **one-stop shopping** for both membrane and detection reagents.

Please have a look at the enclosed brochure for more information on all of the benefits of Millipore Immobilon Western Substrates:

- **Broad detection range**
- **Increased sensitivity**
- **Less antibody needed**

*Plus*, you can enjoy these features at the price you would normally pay for substrates that detect to the pico level, so that your **total reagent costs are reduced**.

Interested?? We hope so!!

For more information, or to **qualify for a sample** of Immobilon Western Chemiluminescent HRP or

.../...

AP Substrate, just visit our dedicated web site, [www.millipore.com/ultimate](http://www.millipore.com/ultimate), and enter your contact information there. Alternatively, complete the enclosed prepaid reply card and mail or fax it back to us.

You can also phone your local Millipore Specialist, who will be pleased to answer any questions you might have about the new Immobilon reagents. Just call 0192381 3365 for more information today.

I look forward to hearing from you soon.

Sincerely,

A handwritten signature in black ink, appearing to read 'J Whalley', with a stylized flourish at the end.

Jason Whalley  
Technology Manager  
Millipore Bioscience Division

P.S. For additional technical information on Immobilon products, please visit our web site:  
**[www.millipore.com/immobilon](http://www.millipore.com/immobilon)**

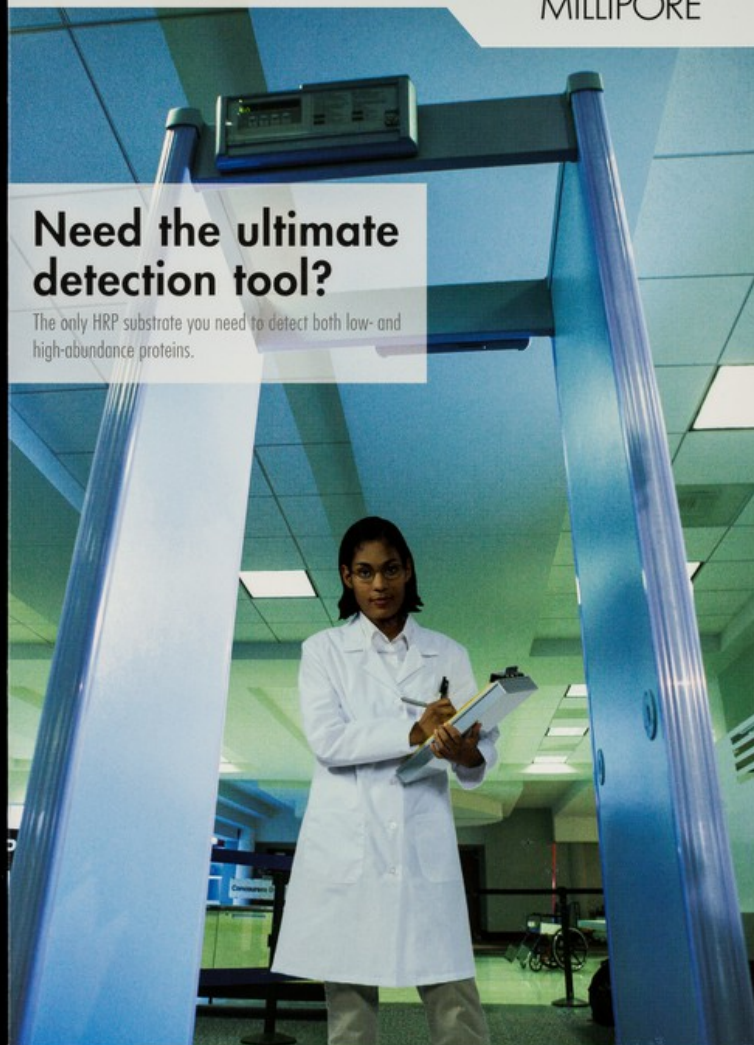


Detection of low- and high-abundance proteins

MILLIPORE

## Need the ultimate detection tool?

The only HRP substrate you need to detect both low- and high-abundance proteins.



Immobilon™  
Western  
Chemiluminescent  
Detection Reagents



- Broad detection range
- Better sensitivity
- Use less antibody
- Reduce exposure time
- Reduce total reagent costs



## GET BETTER SENSITIVITY

Researchers can detect low abundance proteins that are missed with traditional western chemiluminescent substrates.

***Traditional western chemiluminescent substrates detect to the picogram level. Immobilon Western Detection Reagents are the only cost-effective chemiluminescent substrates that detect both femtogram and picogram levels of proteins.***



## BROAD DETECTION RANGE

Millipore's Immobilon Western Chemiluminescent Substrates provide high-sensitivity over a broad detection range at a considerably lower cost than other chemiluminescent substrates. This combination of versatility and value makes Immobilon Western Substrates the only reagents that most labs need for all their western blotting experiments.


## USE LESS ANTIBODY

For detection of high abundance proteins, at least 2 to 5 times less primary or secondary antibody is needed compared to traditional chemiluminescent substrates.

- This can lead to significant cost and/or antibody supply savings, especially important for expensive or limited primary antibodies.
- Dilution of the secondary antibody will reduce background, further increasing sensitivity.

## REDUCE EXPOSURE TIME

If the time needed to read blots using traditional western chemiluminescent substrates is currently 5-10 minutes, exposure time can be reduced to one minute or less with the added benefit of better sensitivity.

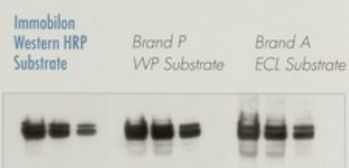


It's a matter of sensitivity!

## REDUCE TOTAL REAGENT COSTS BY 50 % OR MORE

Three ways that Immobilon Western substrates reduce total costs:

- Lower primary antibody consumption\*
- Lower secondary antibody consumption\*
- Low cost of Immobilon Western reagents



	Immobilon Western HRP Substrate	Brand P WVP Substrate	Brand A ECL Substrate
Primary Ab (400 µg/ml)	1:20,000	1:1000	1:1000
Secondary Ab (200 µg/ml)	1:20,000	1:5,000	1:5,000
Exposure	1 min	1 min	5 min (no image seen at 1 min)

Detection of ERK1 kinase from rat liver lysates on Immobilon-P with rabbit anti-ERK1 primary and HRP-goat anti-rabbit secondary Ab. Ab dilutions and exposure time shown.

**You can use less primary and less secondary antibody, and in addition, benefit from the lower cost of Immobilon Western Detection Reagent. As a result, total reagent costs are reduced.**

\*Based on manufacturers' recommendations for detection of proteins in the picogram range using traditional chemiluminescent reagents.

## ONE SUBSTRATE DOES IT ALL

Millipore Immobilon Western Substrates Detect Both Low- and High-Abundance Proteins.



Detection of transferrin using three HRP substrates on Immobilon-P membrane. Two-fold dilutions of transferrin from 1.6 ng to 25 pg per lane were loaded and detected with goat anti-transferrin antibody (dilution 1:10,000) and HRP-conjugated rabbit anti-goat secondary antibody (dilution 1:100,000). All blots were exposed to the X-ray film for 1 minute.

### Cat. No. Description

WBKLS0050	Immobilon Western Chemiluminescent HRP Substrate, 50 ml
WBKLS0100	Immobilon Western Chemiluminescent HRP Substrate, 100 ml
WBKLS0500	Immobilon Western Chemiluminescent HRP Substrate, 500 ml

### Cat. No. Description

WBKDS0025	Immobilon Western Chemiluminescent AP Substrate, 25 ml
WBKDS0100	Immobilon Western Chemiluminescent AP Substrate, 100 ml

Test the benefits of  
Millipore's Immobilon Western HRP and AP Substrates  
yourself!

To qualify for a sample, please visit us at  
[www.millipore.com/ultimate](http://www.millipore.com/ultimate)

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