

# The gel-free, blot-free, hands-free Simple Western is here.



**Date & Time:**

**Location:**

**Agenda:**

**Simple Western** assays reinvent the entire Western blotting process, finally giving researchers a completely automated, walk-away solution. The challenges with reproducibility and quantitation as well as time to results commonly experienced with traditional Westerns are easily addressed. Fundamentals and applications of Simple Western assays will be discussed.

**Get your time back:** Load your samples, press start and go enjoy your free time. Come back a few hours later to fully analyzed results.

**Get more consistency:** People introduce variability, we just can't help it. Automated Simple Westerns simply give you more reproducible data.

**Get truly quantitative:** Since blot transfer of proteins isn't needed, you can get straight to real, quantitative results.

For more information please visit [www.proteinsimple.com](http://www.proteinsimple.com) or contact:

