

Promega PunchOut

April 2011



Updates to the Promega PunchOut site

- ✓ Enhanced, customizable Landing Page
- ✓ More in-depth product information
- ✓ Quick links to Protocols and MSDS
- ✓ Improved search results
- ✓ Real-time chat with Scientist or Customer Service
- ✓ Same easy Shopping Cart

Current Promega PunchOut



Current Landing Page, shown for reference:

Catalog | Cart

CorporateProductsResources

search... GO »

Quick Order: Cat. # Qty. [Quick Order Form](#) Prices valid for US customers only

Online Catalog

[Product Groups](#)

[Shopping Cart](#)

Resources

[Ask a Scientist](#)

[Ask Customer Service](#)

★★★★★

{ 1704 ratings submitted }

[Contact Us](#)

[Change Language](#)

Product Groups

Amplification

Biochemicals

Cell Line Authentication

Cell Signaling

Cell Viability, Apoptosis and ADME/TOX Assays

DNA and RNA Purification

Genetic Identity

Genetic Reporters and Transfection Systems

Imaging and Immunological Detection

in vitro Transcription/Transcription Regulation

Industrial and Environmental Monitoring

Microarrays

Molecular Diagnostics


Molecular Weight Markers

Protein Expression, Purification and Analysis

Restriction/Modifying Enzymes and RNase Inhibitors

Sequencing, Mutagenesis and Labeling

Vectors and Cloning Tools


[Download PDF Catalog](#)

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Customer Service: 800-356-9526 | Technical Service: 800-356-9526

New Promega PunchOut – User Information



Welcome,
Institution Name

Quickly search for products by name or catalog number.


1 Items Check Out Quick Order

Enter keywords or catalog number Search

Home > Products + Services >

Use Quick Order to add multiple items to your cart.

Shop the Catalog



WELCOME, PUNCHOUT CUSTOMER!

Easier Navigation and In-Depth Product Information

Promega's new PunchOut site brings you an easier-to-navigate and more intuitive online catalog. Use the Search to find products quickly, or add the items directly to your cart when you know the catalog number. Find links to Protocols, Articles and related Resources on every catalog page. Thank you for shopping Promega!

Use this form to add an item to your cart.

Cat. # Qty.

Add to Cart >

ALL CATEGORIES

Biochemicals and Labware
Biochemical Buffers and Reagents, Nucleic Acids, Nucleic Acids Purification Accessories, Tips and Accessories

Cell Health
ADME Assays, Apoptosis, Cell Viability Assays, Cytotoxicity Assays, More


Cell Signaling
GPCR Assays, Growth Factors, Nuclear Receptor Pathway Tools, Protein Kinases and Kinase Assays, More

Instruments
Fluorometers, Luminometers, Maxwell® 16 Instruments, Multimode Readers

Molecular Diagnostics
Maxwell® 16 Instruments, Reagents for Molecular Diagnostics Labs, Systems for Molecular Diagnostics Research

PCR
Hot-Start PCR, PCR Cloning, qPCR and RT-qPCR, Routine PCR, More

Welcome,
Add products to the shopping cart to see your special pricing.

Add to Cart  Unit Price \$239.00
Your Price \$227.50

Questions?
Contact Promega Customer Service
800-356-9526

Call Technical and Customer Service if you need help.

New Promega PunchOut – Admin Information



Promega 0 Items Quick Order


Welcome,
Institution Name *Welcome message displays your institution name.*

Enter keywords or catalog number Search

Home » Products » Services »

Shop the Catalog

Graphic and text message are customizable for your institution.



WELCOME, PUNCHOUT CUSTOMER!

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Important to remember that institution pricing is shown for an item once it is placed into the user's shopping cart.


Cat. # Qty.


Add to Cart »

ALL CATEGORIES

- Biochemicals and Labware**
Biochemical Buffers and Reagents, Nucleic Acids, Nucleic Acids Purification Accessories, Tips and Accessories
- Cell Health**
ADME Assays, Apoptosis, Cell Viability Assays, Cytotoxicity Assays, More
- Cell Signaling**
GPCR Assays, Growth Factors, Nuclear Receptor Pathway Tools, Protein Kinases and Kinase Assays, More
- Instruments**
Fluorometers, Luminometers, Maxwell® 16 Instruments, Multimode Readers
- Molecular Diagnostics**
Maxwell® 16 Instruments, Reagents for Molecular Diagnostics Labs, Systems for Molecular Diagnostics Research
- PCR**
Hot-Start PCR, PCR Cloning, qPCR and RT-qPCR, Routine PCR, More

Welcome,
Add products to the shopping cart to see your special pricing.



Add to Cart  Unit Price \$239.00
Your Price \$227.50

Questions?
Contact Promega Customer Service
800-356-9526

More in-depth product information



Home > Products + Services > PCR > Hot-Start PCR >

GoTaq® Hot Start Polymerase

GoTaq® Hot Start Polymerase contains the high-performance GoTaq® DNA Polymerase bound to a proprietary antibody that blocks polymerase activity. The polymerase activity is restored during the initial denaturation step when the amplification reactions are heated at 94–95°C for two minutes. This allows for hot-start PCR, where polymerase activity is eliminated or minimized at temperatures below 70°C. GoTaq® Hot Start Polymerase exhibits 5'→3' exonuclease activity. The system is supplied with a tube of 25mM MgCl₂, allowing optimization of the magnesium concentration in your reactions. It is also supplied with 5X Grea...

More >

Rapid navigation to in-depth product information.

Products Specifications Figures & Tables Product Resources

Download, print, email and share product pages.

PDF Email Print Share

Protocols, MSDS and Components linked from each product.

Prices valid for US customers only

PRODUCT	SIZE	CONC.	CATALOG #	*LIST PRICE	ORDER QTY
GoTaq® Hot Start Polymerase	100u	-	MS001	\$ 63.00	<input type="text"/> Add to cart
Protocol MSDS Components					

Improved search results



Home »

Search Results

SEARCH RESULTS

kinase

FILTER BY CATEGORY

View All (658)

Products (267)

Articles (77)

Protocols (106)

MSDSs (180)

Results (658 Items)

"Smarter" search improves quality of results.

Protein Kinases and Kinase Assays *(Product Subcategory)*

Protein Kinases and Kinase Assays. ... Latest Protein Kinases and Kinase Assays Articles. ... Protein Kinases and Kinase Assays Resources. ...

ADP-Glo Kinase Assay *(Catalog)*

... Universal: The assay can be used with virtually with any **kinase**—enables researchers to screen a wider range of **kinases** in-house, reducing ...

Kinase-Glo Luminescent Kinase Assays *(Catalog)*

... **Kinase-Glo Luminescent Kinase Assays** are homogeneous non-radioactive systems for determining the activity of purified **kinases** by quantifying ...

FAK Kinase Enzyme System *(Catalog)*

... compounds have on the activity of a broad range of purified **kinases**, making it ideal for both primary screening as well as **kinase** selectivity profiling ...

Quickly find catalog results for shopping and check-out.

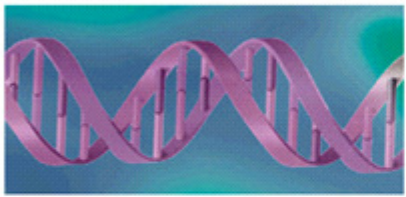
Filter search results by category.

Real-time chat with Scientists or Customer Service



Home » Products + Services » PCR »


Hot-Start PCR



Improve PCR Specificity

The proven, robust amplification and sensitivity of GoTaq® DNA Polymerase is now available with a built-in hot start mechanism to deliver even greater spe

LATEST HOT-START PCR ARTICLES

**Chat**

DeutschEnglishEspañolFrançais
한국어日本語

View All Hot-Start PCR Products

FEATURED PRODUCTS

GoTaq® Hot Start Polymerase

Contains high-performance GoTaq® DNA polymerase bound to a proprietary antibody that blocks polymerase activity below 70°C and is restored during the initial denaturation step, increasing reaction specificity.

[Product Details + Ordering](#)

GoTaq® Hot Start Master Mixes


Simply add template, water and primers to the ready-to-use solution, and get the specificity and sensitivity of an antibody-based hot-start polymerase in either Green or Colorless Master Mixes for direct-to-gel analysis.


[Product Details + Ordering](#)

Use the Chat link to ask questions of Technical or Customer Service in multiple languages.

PCR Amplification

NEED ASSISTANCE?

[Chat with Customer Service](#)
[Chat with a Scientist](#)
[Contact us](#)


{ 1704 ratings submitted }

Same easy Shopping Cart



The screenshot shows the Promega Shopping Cart page. At the top, there's a navigation bar with the Promega logo, a shopping cart icon showing 'Items: 1', a 'Check Out' button, and links for 'Catalog' and 'Quick Order'. Below this is a search bar with the text 'Enter keywords or catalog number' and a 'Search' button. The main content area is titled 'Shopping Cart' and includes a 'Continue shopping for additional items.' link. A table lists the items in the cart, with columns for Product, Cat. #, Size, Order Qty., In Stock, Unit Price, Your Price, and Total. The first item is 'Steady-Glo® Luciferase Assay System' with a quantity of 1. Below the table, there's a 'Remove All Items' link and another 'Proceed to Checkout' button. Annotations with red arrows point to various elements: 'Continue shopping for additional items.' points to the top left; 'Product availability' points to the 'In Stock' column; 'Any institution-specific pricing is shown here.' points to the 'Your Price' column; 'Highly visible checkout buttons at top and bottom of cart contents.' points to the 'Check Out' button at the top and the 'Proceed to Checkout' button at the bottom.

ONLINE CATALOG

- Product Groups
- Shopping Cart

RESOURCES

- Contact Us
- Change Language

PRICES VALID FOR US CUSTOMERS ONLY

Shopping Cart

Cart Prepared By: AribaTest

[Proceed to Checkout](#)

Product	Cat. #	Size	Order Qty.	In Stock	Unit Price	Your Price	Total
Steady-Glo® Luciferase Assay System	E2510	10 ml	1		\$ 89.00	\$ 89.00	\$ 89.00

Usually ships in 24 hours

[Remove All Items](#)

[Proceed to Checkout](#)

[Continue Shopping](#)

Thank you



We welcome your feedback:

- Customer and Technical Service: 800-356-9526
- eBusiness Team: IntegrationDesk@promega.com