

Clone

Finish

Transformation

Cloning

Electrophoresis

PCR

Reverse transcription

Isolation

Start

Sample

Saved time with pre-aliquoted One Shot™ competent cells
MOVE 2 STEPS AHEAD

Observed star activity from restriction digests with Vendor N's enzymes
LOSE A TURN

Assembled multi-fragments in 1 step with GeneArt™ cloning kits
MOVE 2 STEPS AHEAD

Used TOPO™ kits for 5-min PCR cloning
CLIMB THE LADDER

Saved time with triple digests in 1 Anza™ buffer
MOVE 3 STEPS AHEAD

Evaporation occurred when using non-MicroAmp™ plastics with SimpliAmp™ Thermal Cycler
LOSE A TURN

Avoided wait time when you shared ProFlex™ blocks
MOVE 3 STEPS AHEAD

Saved setup and loading time with Platinum™ Taq green master mix
MOVE 3 STEPS AHEAD

Skipped gel extraction of your PCR product with E-Gel™ CloneWell™ Gels
CLIMB THE LADDER

Attained error-free PCR with Platinum™ SuperFi™ DNA Polymerase
CLIMB THE LADDER

Obtained low cDNA yield with MMLV based cDNA synthesis kit
LOSE A TURN

Ordered Invitrogen™ oligos with enhanced portal; easy & fast
MOVE 2 STEPS AHEAD

Performed reverse transcription in 10 min with SuperScript™ IV RT
CLIMB THE LADDER

Gene sequence already known; ordered as ready-to-clone GeneArt™ Strings DNA Fragments
MOVE AHEAD 20 STEPS

Obtained high-yield, high-purity RNA with TRIzol™ reagents
MOVE 2 STEPS AHEAD

Forgot to use RNAlater™ Stabilization Solution – got degraded RNA
LOSE A TURN

every step counts