

# 5 Minutes to Impact: DTPM Cyclone DNA/RNA Purification Kit

## Description:

The DTPM Cyclone DNA/RNA Purification Kit is designed as a fast, efficient and cost-effective solution for users who need high quality, high yield nucleic acid purification. Each kit contains silica membrane spin columns, lysis solution, wash buffers and a high-purity elution buffer yielding isolated DNA/RNA samples suitable for PCR, qPCR and most NAAT applications. A kit provides 250 preps.

## Kit Contents:

Lysis Solution:	5 x 12 mL
Wash Buffer 1:	5 x 25 mL
Wash Buffer 2:	5 x 11 mL
Eluent:	20 x 1.25 mL
Proteinase K:	10 x 1.3 mL
Carrier RNA:	5 x 0.02 mL
Wash Tubes:	20 x 50 Tubes
Spin Columns:	5 x 50 Tubes (250 sample preparations)
Column Preparation Liquid:	10 x 1.4 mL

## Main Selling Points:

- High quality DNA/RNA purification
- Designed for the most commonly encountered organisms and sample matrices
- Substantial lower cost for customers
- Ample inventory so backorders are low risk
- Supports working elution volumes 50 – 150  $\mu$ L
- Supports sample input volumes 200 – 400  $\mu$ L



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## The Key Differentiators Vs. the Target Competitive Product:

DTPM Cyclone DNA/RNA Kit (SKU: EXT52420)	Qiagen QIAamp Viral RNA Mini Kit (Cat. # 52906)
DNA & RNA Purification	Only Viral RNA Purification
Applicable for viruses, bacteria (gram +/-), fungi	Applicable for viruses only
Retail Price: \$948.62/kit (250 Sample Preps)	Retail price: \$1,382 Avg. Disc. Price: \$1050 - \$1200/kit (250 Sample Preps)
Accommodates complex sample matrices such as blood, respiratory samples, saliva, buccal swabs and UTI samples.	Primarily accommodates sample matrices in transport media
Stability: 24 months at room temperature	Stability: ~12 months at room temperature; however, many clients state they only have 6 – 8 months
Ample supply in inventory; low risk of backorders	Subject to allocations and backorders
Only available from DTPM	

A Letter of Equivalency can **ONLY** be disseminated to clients who have established performance using Thermo Fisher's GeneJet kit as a bridge to the Cyclone kit. It cannot be published for public access. We have a confidentiality agreement with TF on the control of this information.

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## Customer Value:

Clinical Value	Operational Value	Financial Value
Applicable for bacteria, viruses and fungi	DNA and RNA Purification	Retail Price lower than competition
Applicable for complex sample matrices	Kit contains supplies for 250 sample preps	Kit shelf life is 24 months from date of manufacture

## Probing Customer Questions:

1. Are you in need of a purification kit for both DNA and RNA?
2. Would a purification kit that is applicable for bacteria, viruses and fungi be useful for your lab?
3. Would a purification kit that is applicable for complex sample matrices such as buccal swabs, urine, blood be useful for your lab?
4. Would a purification kit that generates high quality, high yield nucleic acid purification at a lower cost be useful for your lab?