

# 5 Minutes to Impact: DTPM MagNA-Gene DNA/RNA Purification Kit

## Description:

The DTPM MagNA-Gene 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 nucleic acid binding beads, binding solution, proteinase K, wash buffer, and a high-purity elution solution yielding isolated DNA/RNA samples suitable for PCR, qPCR and most NAAT applications. A kit provides 400 sample preparations.

## Kit Contents:

|                              |        |
|------------------------------|--------|
| MagNA-Gene Binding Solution: | 110 mL |
| MagNA-Gene Wash Buffer:      | 200 mL |
| MagNA-Gene Proteinase K:     | 4 mL   |
| MagNA-Gene Elution Solution: | 60 mL  |
| MagNA-Gene Binding Beads:    | 4 mL   |

## Storage Condition:

15 – 30° C

## Main Selling Points:

- High quality DNA/RNA purification
- Designed for the most commonly encountered organisms and sample matrices
- Substantially lower cost for customers
- 24-month shelf life at room temperature
- Faster purification time compared to competitive products
- Supports working elution volumes 50 – 150 µL
- Supports sample input volumes 200 – 400 µL, Kit yield is based upon 200 µL sample input.



Company Confidential: For Internal Use Only, Not to Be Given to Customers

**DTPM**

# 5 Minutes to Impact: DTPM MagNA-Gene DNA/RNA Purification Kit

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

| Attribute                          | DTPM MagNA-Gene DNA/RNA Purification Kit (EXT38420)               | ThermoFisher MagMAX Viral/Pathogen Nucleic Acid Isolation Kit (MVP I) (A42352)   | ThermoFisher MagMAX Viral/Pathogen Nucleic Acid Isolation Kit (MVP II) (A48383) | Indical IndiMag Pathogen Kit (SP947457)  | Omega Bio-Tek Mag-Bind Viral DNA/RNA 96 Kit (M6246-02) | Omega Bio-Tek E.Z.N.A. DNA/RNA Isolation Kit (R6731-01) |
|------------------------------------|---|--|---|--|--|---|
| <b>Purification</b>                | DNA & RNA   | DNA & RNA  | DNA & RNA   | DNA & RNA  | DNA & RNA  | DNA & RNA   |
| <b>Applicability</b>               | Applicable for viruses, bacteria (gram +/-), fungi                | Applicable for viruses and gram-negative bacteria                                | Viruses   | Viral DNA/RNA & bacterial DNA  | Viruses  | Total RNA, Genomic DNA                                  |
| <b># Sample Preparations</b>       | 400   | 200  | 2000  | 384  | 384  | 50  |
| <b>Retail Price</b>                | \$1,049/kit<br>\$2.62/sample                                      | \$554/kit<br>\$2.77/sample   | \$3680/kit<br>\$1.84/sample   | \$1900/kit<br>\$4.95/sample  | \$851/kit<br>\$2.21/sample                             | \$413.10/kit<br>\$8.26/sample                           |
| <b>Sample Matrices</b>             | Blood, respiratory samples, saliva, buccal swabs, and UTI samples | Bronchoalveolar lavage, respiratory samples, blood, serum, plasma, urine, saliva | Nasopharyngeal swabs and saliva   | Veterinary matrices of blood, serum, plasma, body fluids swabs, washes, and tissue | Blood, serum, plasma, bodily fluids, swabs, saliva     | Cultured cells, animal tissue                           |
| <b>Shelf Life</b>                  | 24 months at room temperature                                     | 12 months at room temperature  | 24 months at room temperature   | Until expiry date on label at room temperature                                     | 12 months. Several components must be stored at 2-8° C | 12 months at room temperature                           |
| <b>Purification Time (Minutes)</b> | 25.5  | 30   | 30  | 34   | N/A  | N/A   |

### Note:

A Letter of Equivalency can ONLY be disseminated to clients who have established performance using Thermo Fisher's MagMAX (MVP II) kit as a bridge to the DTPM MagNA-Gene kit. It cannot be published for public access.

# 5 Minutes to Impact: DTPM MagNA-Gene DNA/RNA Purification Kit

## 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 400 sample preps | Kit shelf life is 24 months from date of manufacture |

## Probing Customer Questions:

1. Are you in need of a high-volume purification kit for both DNA and RNA?
2. Are you in need of a faster purification time?
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?