

## *Overview*

**FLUORotechnics Pty Limited** is a private company based in Australia that specialises in the discovery, development and manufacture of fluorescent labels and stains for use in research, biotechnology and diagnostics. The company also has sales and marketing offices in the North America and Europe.

## *Technology*

FLUORotechnics scientists discovered a new family of structurally related fluorescent molecules that are produced by a filamentous fungus.

These proprietary fluorophores:

- Are bright, enabling sensitive detection.
- Are particularly useful for multiplexing with other fluorophores.
- Have a low molecular weight and are water soluble making them easy to use.
- Can be used in living systems to measure dynamic processes in real time.
- Are compatible with standard fluorescence-based instrumentation.
- Are available in a form that reacts with protein and peptides to yield a fluorescent product.
- Are environmentally friendly, natural products that are biodegradable.

## *Products*

The company has focused on the development of research tools that are mainly used in Proteomics and Cellulomics. Fluorotechnics technology is also being applied to enzyme assays and to diagnostics.

Products include:

1. LavaPurple<sup>™</sup> - A fluorescent protein gel stain for 1 and 2D gels
2. LavaPurple<sup>™</sup> - A fluorescent protein blot stain
3. FluoroProfile<sup>™</sup> - A fluorescent protein quantification kit
4. LavaPep<sup>™</sup> - A fluorescent peptide quantification kit
5. LavaCell<sup>™</sup> – A fluorescent stain for live cell imaging
6. LavaDigest<sup>™</sup> – A fluorescence based kit for monitoring proteolytic digests.

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<sup>™</sup>Lava is a registered trade mark of Fluorotechnics

<sup>™</sup> FluoroProfile is a registered trade mark of Sigma Aldrich.



LavaPurple LavaDigest, LavaPep and LavaCell are available directly from Fluorotechnics see [www.fluorotechnics.com/deepgel.php](http://www.fluorotechnics.com/deepgel.php)).

FluoroProfile is available exclusively from Sigma Aldrich [www.sigmaaldrich.com/catalog/search/ProductDetail/SIGMA/FP0010](http://www.sigmaaldrich.com/catalog/search/ProductDetail/SIGMA/FP0010)

Fluorotechnics kits are:

- Are the most sensitive kits available for detecting proteins and peptides in gels, blots or cells.
- Are simple and quick to use.
- Are compatible with all downstream analysis (e.g. mass spectrometry)
- Provide quantification of over a wide dynamic range.
- Are both safe to use and simple to dispose of.

### ***Corporate Alliances / Partnerships***

1. GE Healthcare – distributes our protein gel and blot stain products as Deep Purple Total Protein Stain.
2. Sigma Aldrich – exclusively distributes our protein quantification kit, FluoroProfile.
3. Australian Proteomic Analysis Facility (APAF) - is the Major National Proteomics Facility in Australia.
4. Macquarie University – FLUORotechnics is a spin-out from Macquarie University and actively collaborates with a number of research groups in the University.
5. Active Motif – distributes LavaCell our live cell imaging reagent.

### ***Contact***

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