**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™ - A fluorescent protein gel stain for 1 and 2D gels
2. LavaPurple™ - A fluorescent protein blot stain
3. FluoroProfile™ - A fluorescent protein quantification kit
4. LavaPep™ - A fluorescent peptide quantification kit
5. LavaCell™ – A fluorescent stain for live cell imaging

™Lava is a registered trade mark of Fluorotechnics

™ 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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Make the switch to Deep Purple™ for your protein detection
Deep Purple™ is based on a fluorophore called Epicocconone that provides a fundamentally new approach to protein quantification. Epicocconone is a water soluble, low molecular weight fluorophore produced by the fungus Epicoccum nigrum.

Epicocconone reacts with lysine residues resulting in a shift in fluorescence from green to an intense red. Binding is reversible allowing downstream applications such as Mass Spectrometry, N-terminal Sequencing, HPLC and other functional assays to be performed. It is a natural product, thus it is biodegradable, enabling convenient, environmentally friendly disposal.

Benefits

- Linear Quantitation over 4 orders of magnitude
- > 8-fold more sensitive than Sypro® Ruby
- More protein spots seen on 2D gels than with Sypro® Ruby
- Enhanced protein identifications, greater MS coverage
- Low protein to protein variability
- Compatible with Mass Spectrometry and Edman sequencing
- Compatible with DIGE, Phosphoprotein, silver and Coomassie stains
- Heavy metal free
- Biodegradable, environmentally friendly natural product

Rat microsomal proteins focused in 17cm pH 3-10 IPG strips and separated in large format 2D gels. Replicate gels were stained using Deep Purple™ (A) and Sypro® Ruby (B). Electro-blotted ras transformed fibroblasts electrophoresed using standard 2D gel methodologies and transferred to nitrocellulose (C). The nitrocellulose was then subsequently stained using Deep Purple™ Total Protein Stain and visualized using a Laser based scanner.

Simply the best protein stain available