

Unplug and pick up
a good book.


INTRODUCING THE 2017-18 NEB[®] CATALOG & TECHNICAL REFERENCE

- Over 80 new products, plus new chapters for **nucleic acid purification** and **genome editing**
- Expanded technical reference section, including tips for **qPCR & RT- qPCR**, **nucleic acid purification**, **next gen library prep** and more
- Inspiring stories from our **Passion in Science Awards[™]** winners

what's inside?



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Lighting the way.

FEATURED PRODUCT:

HAVE YOU TRIED LUNA[®] FOR YOUR qPCR YET?

NEB's new **Luna products** are optimized for dye or probe-based qPCR or RT-qPCR. Luna master mixes include a passive reference dye that is compatible across all instrument platforms. A blue, visible dye assists in tracking the reagents when pipetting. The mixes also contain dUTP, enabling carryover prevention. These features, combined with the rapid, sensitive and precise real-time qPCR performance, make Luna the choice for all your qPCR experiments.


"Lower Ct values, steeper amplification curve, higher maximum."

Researcher, University Hospital Freiburg, Germany

REQUEST A FREE SAMPLE

BENEFITS OF LUNA

NOW ALSO AVAILABLE IN EXTRA-LARGE ECONOMIC "E-PACK" SIZES FOR HIGH THROUGHPUT USERS.

PRODUCT		NEB #	SIZE
Luna® Universal qPCR Master Mix		M3003S/L/X/E	200/500/1.000/2.500 rxns
Luna® Universal Probe qPCR Master Mix		M3004S/L/X/E	200/500/1.000/2.500 rxns
Luna® Universal One-Step RT-qPCR Kit		E3005S/L/X/E	200/500/1.000/2.500 rxns
Luna® Universal Probe One-Step RT-qPCR Kit		E3006S/L/X/E	200/500/1.000/2.500 rxns

neb tv

webinar series

NEW ENGLAND
BioLabs Inc.

**HERE ARE SOME WEBINARS YOU MAY WANT TO CATCH UP ON
IN CASE YOU MISSED IT!**

Learn more about what's trending in science through the NEB TV webinar series! Hear from NEB scientists as they discuss of a wide range of molecular biology topics and techniques, such as the latest cloning and DNA assembly, PCR and qPCR, sample preparation for next generation sequencing, and much more.

Watch for our next NEB TV webinar coming soon! As always, if there is a topic you would like to learn more about, please let us know.



How library preparation affects sequencing accuracy: NEB scientists Laurence Etwiller and Jennifer Ong discuss their recent publications, and how library preparation affects sequencing accuracy and variant calling.



NEBuilder® the next generation of DNA assembly: In this webinar, we will explore some of the latest applications for NEBuilder HiFi DNA Assembly.



Challenges and opportunities of next gen sequencing target enrichment: Learn about the advantages and limitations of target enrichment, and how NEBNext Direct®, a novel solution for selective enrichment of genomic targets, addresses these challenges.



DNA ligase fidelity - when does it matter? NEB scientist Greg Lohman discusses mismatch ligation by DNA ligases and the molecular diagnostics applications that depend on the use of high-fidelity DNA ligases like NEB's HiFi Taq DNA Ligase to detect single base differences in DNA.

NEB®

2018 CALENDAR PHOTO CONTEST



DO YOU WANT TO SHOWCASE YOUR NATURE-THEMED ARTWORK?

BE PART OF THE 2018 NEB WALL CALENDAR!

Through September 30, 2017, tag your photo post with **#NEBcalendar2018** to be considered for inclusion in our 2018 calendar.

Contest rules and submission form can be found **HERE**.

be | *drive* | *stay*
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