

# Immunoassay Technologies

ELISA kits & Multiplex Assays  
for Ultra Sensitive Analyte  
Detection

**AssayGenie**



# The Mission

**To make scientists smile through innovative technology, remarkable interactions with our team and our little Genies!**



## 100% Quality

Highly validated assays made with top quality antibodies & optimized buffer systems.



## Go Greener

Recyclable packaging to minimize your impact on the climate.



## Save Money

96-well & bulk format assays at affordable prices so you can maximise your budget.



## Proven Technology

Over 100 peer reviewed citations in leading journals including Cell & Nature.



## Save time

Up to 80 hours less per experiment.



## Extreme Sensitivity

Down to sub-picogram level detection for certain technologies.



## Stay Smiling

With our incredible technical support scientists by your side from the moment you open our products to experimental results.



## Genie Guarantee

Our team of highly trained immunoassay geniuses are available 365 to maximise your results and troubleshoot your technical problems.

# Welcome

## Thanks for choosing Assay Genie!



You're now officially part of the family – an Assay Genius!

We started Assay Genie from a small facility in 2017 to solve the biggest problems facing R&D scientists: how to achieve optimal results in a timely & economical manner while feeling happy doing great science.

We have simple mission: to make scientists smile through innovative technology, remarkable interactions with our support team and our quirky little Genie!

Our immunoassays are built using finely crafted antigens combined with highly specific antibodies and optimized buffer systems meaning less time spent getting great data & lots more budget for your lab.

Using our expertise, we have built a suite of immunoassay technologies to enable the discovery, screening, validation & selection of biomarkers from 1-274 analytes per sample using multiplex immunoassays, ELISA & cell-based assays.

Ultimately, it's our great team that adds the smile! Our technical support team provide 365-day unrivalled pre-experimental and post-experimental support ensuring you always have a friendly Assay Genius by your side to drive your discovery forward.

We're so proud to have built a global community of Assay Geniuses who are driving scientific discovery for the next generation.

Thanks for being part of it.

*Colin & Sean*

# Meet the

# Multiplex family



Product	Membrane Arrays	GeniePlex Immunoassay
Time	1 day	4 hours
Species	10 species	H, M, R, NHP, Dog
Throughput	1 - 274 per sample	1-24 analytes
Sensitivity (LLOD)	pg/ml	pg/ml
Sample type	Lysates, Tissues, CCS	Lysates, Tissues, CCS
Wash steps	3	3
Pack size	2-8 arrays	96 assays
Phospho Detection	Y	N
Sample Volume	1ml	15ul
Product Codes	SARB	AMP

# Meet the

# ELISA family



Product	Fast ELISA	Pre-Coated ELISA			
	QuickStep	PharmaGenie DC	PharmaGenie	Standard Validated	CLIA
Time	90 mins	1h45m - 2h30m	4h45m	3.5 hours	3.5 hours
Species	5 species	H, M, R	8 species	21 species	H, M, R
Throughput	1 analyte	1 analyte	1 analyte	1 analyte	1 analyte
Sensitivity (LLOD)	ng/ml > pg/ml	ng/ml > sub pg/ml	ng/ml > pg/ml	ng/ml > pg/ml	ng/ml > pg/ml
Sample type	Serum/Plasma & Other	Serum, Plasma, CCS	Lysates, Tissues, CCS	Lysates, Tissues, CCS&other	Serum/Plasma & Other
Wash steps	1	2	3	4	2
Pack size	96 assays	48, 96, 2 x 96 assays	96 assays	96 assays	96 assays
Phospho Detection	N	N	Y	N	N
Sample Volume	50ul	100ul	100ul	100ul	100ul
Product Codes	QSES	DC	SBRS	FI, DL, EB, ES	ES

# Meet the

# ELISA family



Product	Biosimilars & ADA	Food Safety	Hormones & Peptides
Time	70 - 140 mins	70 - 140 mins	2.5 - 3.5 hours
Species	H	N/A	>20 species
Throughput	1 analyte	1 analyte	1 analyte
Sensitivity (LLOD)	ng/ml	ppb	pg/ml to ng/ml (umol)
Sample type	Serum/Plasma	Food & Environmental	Lysates, Tissues, CCS
Wash steps	1	1-3	2-3
Pack size	96 assays	96 assays	96 assays
Phospho Detection	N	N/A	N
Sample Volume	10ul	Sample dependent	50ul
Product Codes	HUMB	FSES	UN

# Meet the

# ELISA family



Product	DIY	Cell-based	Transcription Factors	ELISPOT
Time	O/N + 3 hours	O/N	4.5 hours	3 hours
Species	21 species	H, M	H, M, R	H, M
Throughput	1 analyte	1-2 per well	1 analyte	1-2 analytes
Sensitivity (LLOD)	ng/ml > pg/ml	5,000 cells	N/A	>1 cell
Sample type	Serum, Plasma, CCS	Adherent Cells	Cell/Tissue Lysates	Cells
Wash steps	3	6	3	6
Pack size	1, 5, 10, 20 x 96 assays	96, 2 x 96 assays	96 assays	10 x 96 assays
Phospho Detection	N	Y	Y	N
Sample Volume	100ul	200ul (20,000 cells)	5ug lysate	100ul
Product Codes	DC	CBCAB	TFAB	HUDC



Used by  
scientists in  
**70+**  
countries”

## We love feedback!

**Our growth and ideas are powered by smiling scientists so  
get involved in our community & conversations!**

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or through our global distributor network

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