

New Product Announcement

Release Date: January 2009



Thermo Scientific Nunc HydroCell Surface

Culturing cells in suspension using traditional cultureware often leads to loss of cells and cell-secreted proteins due to surface attachment.

The HydroCell™ Surface is designed to prevent cell attachment, for maximum recovery.

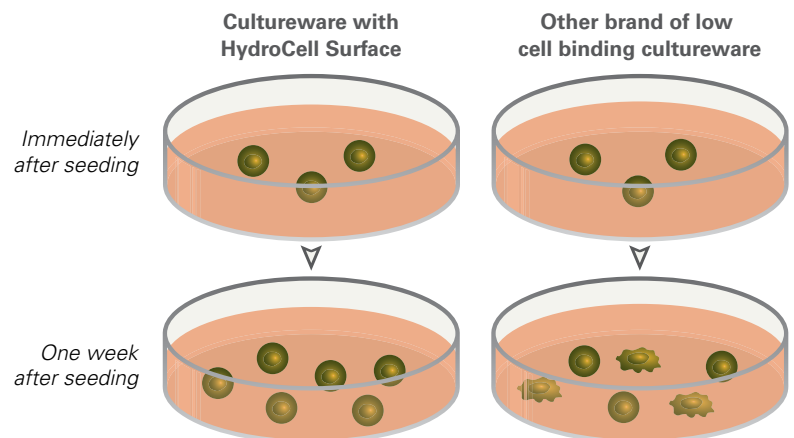
A covalently immobilized super hydrophilic polymer forms a thin, even layer on cultureware with HydroCell Surface, resulting in minimal cell adhesion and protein adsorption. Depending on cell type, cells can be grown as a suspension of single cells or as a suspension of cell clusters.

The HydroCell Surface enables cultivation of cells and cell clusters in suspension with maximum recovery of sample.

Single Cell Cultures - grow cells that are sensitive to activation and differentiation signals arising from cell adhesion.

Cell Cluster Cultures - higher yield and less unwanted adhesion-induced differentiation.

The HydroCell Surface is available on Thermo Scientific Nunc MicroWell plates, dishes and multidishes.



These products are for research use only, not for in vitro diagnosis or parenterals.

Thermo Scientific Nunc HydroCell Surface

Product Features

- HydroCell is the ultimate low cell binding surface designed to prevent cell attachment
- HydroCell performs better than competitor products in preventing cell attachment
- HydroCell enables cultivation of cells and cell clusters in suspension with maximum recovery of sample:
 - Minimal cell adhesion – get high yield of cells and eliminate unwanted adhesion-induced differentiation
 - Minimal protein adsorption – get high yield of cell-secreted proteins

Single-cell suspensions harvested from HydroCell Surface can be: re-seeded in cultureware - analyzed *in vitro*, for example, by flow cytometry - manipulated to purify certain cell types used in cell transplantation research.

Cell clusters harvested from HydroCell Surface can be: dissociated and re-seeded in cultureware - analyzed *in vitro*, for example, by immunohistochemistry - used in different transplantation models.

In cultureware with HydroCell Surface, certain cell types form cell clusters or spheroids. Cluster cultures are frequently used in stem cell biology and cancer biology.

Examples of cluster cultures in stem cell biology:

- Neural stem cells propagated as neurospheres – cell clusters containing stem cells, as well as differentiated neural cell types.
- Embryonic stem cells differentiated in cluster cultures (embryoid bodies) – stem cells differentiate into cell types of the three germ layers.

Pricing:

Cat. No.	Description	Net/Case, US \$
174907	HydroCell 96 Well Flat Microplate	\$133.88
174908	HydroCell 96 Well Round Microplate	\$133.88
174909	HydroCell 24 Well Multidish	\$101.25
174910	HydroCell 12 Well Multidish	\$101.25
174911	HydroCell 100 mm Dish	\$65.81
174912	HydroCell 60 mm Dish	\$274.22
174913	HydroCell 35 mm Dish	\$227.81

Specifications:

Cat. No.	Description	Case Weight, kgs	Case Dimensions l x w x h, cm	Units Per Pack/Case
174907	HydroCell 96 Well Flat Microplate	3.81	22.7 x 16.8 x 10.0	1/8
174908	HydroCell 96 Well Round Microplate	3.81	22.7 x 16.8 x 10.0	1/8
174909	HydroCell 24 Well Multidish	3.81	22.7 x 16.8 x 10.0	1/6
174910	HydroCell 12 Well Multidish	3.81	22.7 x 16.8 x 10.0	1/6
174911	HydroCell 100 mm Dish	3.81	22.7 x 16.8 x 10.0	1/6
174912	HydroCell 60 mm Dish	3.81	22.7 x 16.8 x 10.0	5/30
174913	HydroCell 35 mm Dish	3.81	22.7 x 16.8 x 10.0	5/30

Target Markets:

Customers in academic, industrial, pharma and biotech research doing cell culture, either as a single-cell or cell-cluster suspension cultures.

Most important thing to remember!

These products are useful for all customers interested in culture products where the cultivated cells should NOT attach to the surface.

Main Competitors:

The main competitor is the Corning Ultra Low Cell binding surface.

Cat. No.	Description	Corning
174907	HydroCell 96 Well Flat Microplate	X
174908	HydroCell 96 Well Round Microplate	X
174909	HydroCell 24 Well Multidish	X
174910	HydroCell 12 Well Multidish	
174911	HydroCell 100 mm Dish	X
174912	HydroCell 60 mm Dish	X
174913	HydroCell 35 mm Dish	

Market Support/Literature:

We offer a wide range of product support literature for our products. This literature is intended to support your sales efforts and can be found at www.nuncbrand.com.

Literature available

- Brochure - Lit Code N20231
- Instructions for use
- Certificate of Quality

Other promotions

- Press release
- Website: www.nuncbrand.com/go/hydrocell
- Videos are available on website
- Webinar in February for end users (date will be announced)
- Complimentary samples – (need customer name & feedback)
- www.thermo.com/cellculture and <http://www.stemcellexcellence.com>

For more information, contact:

intlmktg@thermofisher.com

Graphics/Art:

Photos, digital files, and/or logos can be obtained at <http://infocuity.nuncbrand.com>. If you need assistance, please feel free to contact Mary Cappellino at mary.cappellino@thermofisher.com

Product/Marketing Contact:

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