

## SUBMISSION DEADLINE

All materials are due three weeks in advance of the journal going to Press.

## REQUIREMENTS PRIOR TO SUBMISSION

We find that clients enjoy the flexibility that the following guidelines offer:

We ask that you provide us with 300 words on the topic. As guidance, you may wish to choose to answer one of the following questions:

- What are the biggest challenges you're seeing in this area?

- Where do you see the biggest opportunities in this field?
- What are the biggest innovations in this field?
- How do you see this market developing in the coming five years?
- Where are you seeing changes in this market?

*N.B. we ask that your content remains unbiased and offers readers content of genuine value and interest.*

***Please also supply a high-resolution headshot of your author, their name and job title along with a title for your article and your company logo and website.***

### EXPERT VIEW BIO-RAD



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## Bio-Rad's comprehensive genomics portfolio provides answers for every problem

Over three decades, Bio-Rad has built a broad genomics portfolio that touches on nearly every area of life science. With a myriad of genomics platforms, from traditional polymerase chain reaction (PCR) and quantitative real-time PCR (qPCR) to Droplet Digital™ PCR (ddPCR), along with a broad assortment of reagents and consumables, Bio-Rad has been delivering robust and differentiated solutions for years; helping researchers answer complex scientific questions, advance discovery and improve health. qPCR has long been a cornerstone of research. For decades, its sensitivity and dynamic range combined with the relative ease of use and throughput of the technology have made it a go-to reagent for life scientists. Bio-Rad's comprehensive qPCR portfolio offers a wide range of pre-designed and wet-lab validated primer and probe assays to address a variety of applications and organisms, including long noncoding RNA (lncRNA).

More recently, scientists have embraced Bio-Rad's latest technology: ddPCR. Over 3,800 publications have featured ddPCR for applications that require its high sensitivity, absolute quantitation and greater reproducibility. ddPCR can be up to 100- to 1,000-fold more sensitive than qPCR, enabling rare target DNA to stand out amidst wildtype background. Bio-Rad is the

only complete solution provider for ddPCR, providing both platforms and reagents.

qPCR and ddPCR technologies can play complementary roles across many different applications, both old and new, such as pathogen detection, quality control of cell lines, and gene editing. As an example, both tools can be used to monitor gene editing efficiency. For CRISPR-Cas, ZFN and TAL technologies, ddPCR is recommended. By contrast, scientists can use qPCR to test multiple cell lines in parallel when editing frequencies are over one percent. For adoptive cell therapies, the industry is using both technologies to ensure high quality and meet regulatory requirements.

In other cases, one technology may uniquely fit the application. For patients with cancer, physicians can use ddPCR to monitor treatment effectiveness by quantifying extremely low levels of circulating tumour DNA. For detecting pathogens such as Zika virus, however, qPCR is more suitable because it is better equipped to deal with the broader range of targets and more capable of screening larger numbers of samples.

Regardless of the application, Bio-Rad's 30 years of expertise and innovation in genomics will enable researchers to achieve the next wave of scientific breakthroughs.

EXAMPLE



For further information, visit:  
[www.bio-rad.com](http://www.bio-rad.com)