

HiDef Detection™ HRP Mouse/Rabbit Polymer System



For In Vitro Diagnostic Use (IVD)

HiDef Detection™ HRP Polymer is an extremely sensitive immunoenzymatic detection system.

It is based on amplification by using a two-step polymer detection system. HiDef Detection™ HRP Polymer does not use avidin nor biotin. As a result, nonspecific staining from endogenous avidin-biotin activity is eliminated. The primary antibody specific to an antigen on the tissue section is detected by primary antibody amplifier followed by HRP polymer step. The antigen sites are then intensely visualized with an appropriate substrate/chromogen.

HiDef Detection™ Kit Contents:

HiDef Detection™ Amplifier for Mouse and Rabbit
HiDef Detection™ HRP Polymer Detector

Select from kits by volume below:

954D-10 HiDef Detection™ HRP Polymer System 7 ml Kit

1 - HiDef Detection™ Amplifier (Mouse & Rabbit) 7 ml

1 - HiDef Detection™ HRP Polymer Detector 7 ml

954D-20 HiDef Detection™ HRP Polymer System 50 ml Kit

1 - HiDef Detection™ Amplifier (Mouse & Rabbit) 50 ml

1 - HiDef Detection™ HRP Polymer Detector 50 ml

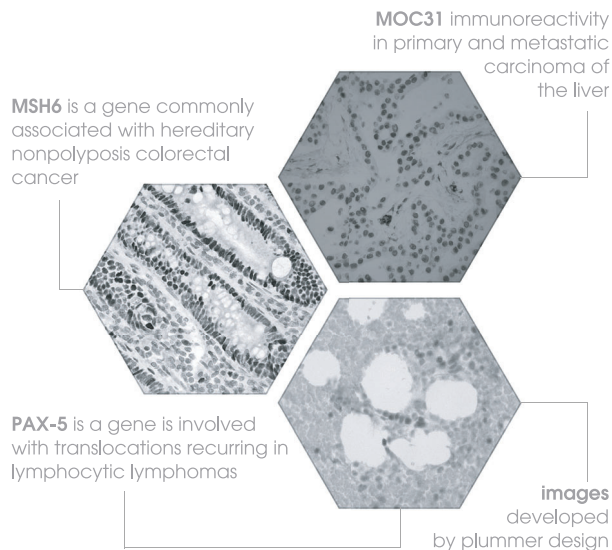
954D-30 HiDef Detection™ HRP Polymer System 100 ml Kit

1 - HiDef Detection™ Amplifier (Mouse & Rabbit) 100 ml

1 - HiDef Detection™ HRP Polymer Detector 100 ml

Stability/Shelf life:

Up to 24 months (see expiration on product label).
Store at 2-8° C. Do not freeze.



Recommended Staining Procedure:

01. Cut tissue sections approximately 3 microns and dry completely.
02. Deparaffinize, rehydrate, and epitope retrieve, following recommended pretreatment protocol for each antibody.
03. Place slides in PeroxFree™ Block for 5 minutes.
04. Wash with 5 changes of IHC wash buffer.
05. Cover tissue with Primary Ab following manufacturer's recommended protocol.
06. Wash with 3 changes of IHC wash buffer.
07. Apply amplifier and incubate for 10 minutes at room temperature.
08. Rinse with 3 changes of IHC wash buffer.
09. Apply HRP Polymer and incubate for 10 minutes at room temperature.
10. Rinse with 3 changes of IHC wash buffer.
11. Cover tissue with chromogen, incubate for 3 seconds to 20 minutes at room temperature as necessary to allow for proper color development.
12. Rinse slides in DI water; counterstain and dehydrate.
13. Coverslip.



How the Cell Marque brochures were re-imagined for 2012:

Typography was first up. Finding the existing serif font difficult to read, I replaced it with the ITC Avant Garde font family for a 'clean look' that better conveyed the exacting work the company provided in the lab.

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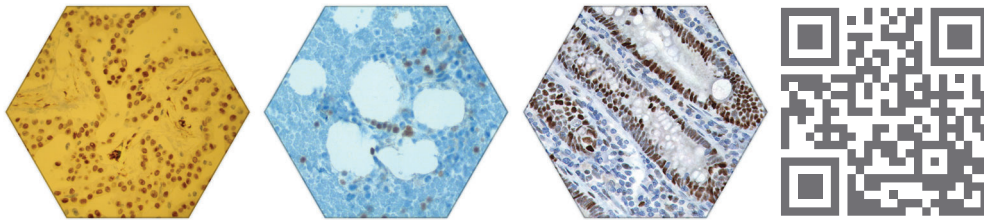
The layout was then given more space. Prior to this, the images took up a large footprint and had little visual interest. With proper spacing and a framing of the images into hexagons, the end user could read without trying to decipher what text applied to what image. The product naming / logo set was re-created to bring in the hexagon motif along with a clean, black + gray typeset.



Images and web elements for good measure. In Photoshop I color-enhanced the cell photographs then placed them into clipping masks. A QR code was created for early smart phone users to connect with the corresponding web page.

To extend the new branding toward future marketing prospects I also created a series of SWF, animated GIF and web banners just in case needs arose.

Tools used: Illustrator, FreeHand MX, Flash, Fireworks, Photoshop, InDesign, Acrobat DC



NOTE: This project sample sheet is provided for reference only. Cell Marque is a developer of pathology (IVD) products and was purchased by Sigma-Aldrich in 2014
Plummer Design + Illustration | 503-806-4505 | mail@plummerdesign.com