Forget DNA purification

Choose Direct PCR

Take the direct route from sample to results

Finnzymes’ Direct PCR approach saves you time and cost by allowing amplification of DNA directly from the source material. No DNA purification is needed. Direct PCR is suitable for various kinds of sample materials such as plant and animal tissues, blood, and FFPE tissue samples.

Direct PCR is based on Finnzymes’ unique PCR enzymes, Phusion® High-Fidelity and Phire® Hot Start DNA Polymerases. These polymerases are exceptionally tolerant of many PCR inhibitors. To achieve the shortest possible protocols, combine the Direct PCR approach with Finnzymes’ Piko® Thermal Cyclers and UTW® reaction vessels.

See the latest results, application notes and product updates at www.finnzymes.com/directpcr

NEW!

Optimized kits available:

- Phire® Plant Direct PCR Kit for plant samples
- Phire® Animal Tissue Direct PCR Kit for various animal tissues
- Phusion® Blood Direct PCR Kit for blood

Try the Direct PCR Kits now with 30% discount!

1 kit per customer. Please use the coupon code QTPC09 when placing an order. Orders in the US can be placed online with New England Biolabs. For other countries, contact your local distributor. Offer valid through Jan 31, 2010.

*Phire® Animal Tissue Direct PCR Kit available in autumn 2009.

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